



David Nash Benefit 2007

Supporting one of the real characters in county cricket
Opportunities for your company



David Nash – Nashy / Knocker

'Nashy' The Cricketer

In 2007, the Middlesex Wicketkeeper David Nash has been awarded a benefit year following 13 years of professional cricket with the county

- Integral part of the Middlesex side since 1995
- Represented England Under-19 (1995 and 1996)
- Represented England 'A' side on tour to Sri Lanka (1997-98)
- First Class Batting average of 33.72
- Nearly 300 dismissals for Middlesex
- Member of Sunbury CC in Surrey Championship since 1990
- Loved by all on the county circuit and those involved in cricket



'Knocker' the Family Man

- A real family and Club man
- Nashy lives with Jules, Sophie, Emily and Leah



What they said about Nashy

“One of the great characters on the County Circuit”

Andrew Flintoff, England Captain

“Plays with a smile on his face day in day out, a ball of energy in the dressing room”

Andrew Strauss, Middlesex and England

“Nashy is exactly the person that the benefit system was set up for, he has been a loyal, hard working and valuable servant of Middlesex CCC for the past 13 years”

Angus Fraser, Middlesex and England and now Chief Cricket Correspondent for The Independent

“A top bloke ! Through the good and not so good times we have always managed to have a laugh along the way”

Phil Tufnell, Middlesex, England and Jungle survivor



DNBY – The Charity



Situated in Hampton Hill & covering an area that includes Middlesex and London, Shooting Star House Children's Hospice provides care and support to children and young people living with a life-limiting condition and their families.

With 10 children's bedrooms, 6 Family Room and facilities including The Hydrotherapy Pool & Spa, The Sensory Room and wet and dry play areas, they offer a "home from home" environment to families who find themselves in the most unimaginable circumstances.



With no current long-term statutory government funding, the £2.5 million required each year to run the hospice, comes from charitable voluntary donations and fundraising.

Nashy is donating 10% of his Benefit proceeds to Shooting Star



The Opportunity

By supporting David Nash's Benefit Year [DNBY] 2007, your company will be able to enjoy the following benefits:

- Access one of the real characters of English Cricket including personal appearances from 'Nashy'
- Brand awareness to cricket and business audience across all DNBY Events
- Sampling and product sales at each DNBY Event
- Money cant buy hospitality
- Access to celebrities from the world of cricket, football, rugby and broadcasting



DNBY – The Events

Over the course of the year the DNBY is committed to running over 30 events ranging from a pre India Test Dinner at Lord's to the Ferret Racing Ball!!

Each event will be attended by the great and good of the cricket & Sports world as well as the business community from the City, Greater London, Middlesex and Surrey

There will be a variety of events across the year from cricket nets and six a sides to poker and comedy nights. All will be in done in true Nashy style

DNBY will officially launch on 27th February at The Brewery with a Pre World Cup Dinner attended by members of the England Cricket team



David Nash Benefit 2007 Calendar of Events

January:

19th Balls Bros Lunch

TBC 24th Cocktail Launch Party

25th Indoor six aside

TBC Net & Curry Nights at Lords

February:

1st Poker Night at The Sportsmans Casino

7th Balls Bros Lunch

27th Launch Dinner at The Brewery

March:

15th Golf Day at St Georges Hill

TBC Nashy Walks The Clubs

TBC Gentlemens Evening at Shenley CC

TBC World Cup Event

April:

TBC Clay Pigeon Shooting

TBC Club Dinners

May:

8th Pre West Indies Tour Dinner

TBC Bronsbury 6 a side

Notes

10 teams (each with a county player incl) compete (Lords)

with Andrew Strauss, Ian Bell, Mark Ramprakash, Darren Gough & Phil Tuffnell (tbc)

Nashy Walks around Middx Clubs with Dinners at each

In the Long Room, Lords (Guests Garry Sobers & Jimmy Adams TBC)



David Nash Benefit 2007 Calendar of Events

June:

1st Cricket & Comedy
15th Cricket & Comedy
TBC 6 a side Games
TBC Royal Ascot Day

July:

3rd T20 Meet the Players at Lords
6th T20 Meet The Players at Lords
12th Pre India Tour Dinner
13th Finchley 6 a side
17th Indian Summer Curry Night

August:

5th Cricket & Comedy
TBC Middlesex vs Surrey T20
TBC Middlesex v Lashings

September:

TBC Middlesex end of season awards

October:

TBC Ferret Racing Ball
18th Committee Dining Room dinner

November:

TBC Boxing night
15th Committee Dining Room dinner

December:

13th Benefit Finale Xmas Lunch

Notes

A barge from Little Venice after a game at Lords to Jongleurs comedy club
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Sunbury, Wormsley, Radlett, Old Millhillians

Middlesex v Surrey T20 at Lords

Middlesex v Essex T20 at Lords

In The Long Room ,Lords (Guest Sunil Gavaskar TBC)

Champagne reception and taster menu/ interaction at Café Spice
(Guests Faroukh Engineer & memers of Inidian Test X1)

A barge from Little Venice after a game at Lords to Jongleurs comedy club
Middlesex & Surrey past & present X1's to compete in a T20 game
A Middlesex X1 will take on a star studded Lashings X1 in a T20

The Grange Hotel

exclusive dinner in The Committee Dining Room at Lords

exclusive dinner in The Committee Dining Room at Lords

Tables of 10-12 at The Brewery, Chiswell St, London



DNBY – Partner Programme

Nashy is looking for partners to support his celebratory year. A great calendar of events is already planned.

We are initially looking to sign up patron companies to support the benefit year. Each partner will receive a full page of advertising in the DNB brochure and points to spend on events throughout the year. Once the events calendar is confirmed, each event will be given a points grading that you can cash your points in for tickets / tables to.

A table at the Benefit Launch Dinner in February for example will be allocated 10 points, a net for 5 people at Lords then a curry is allocated 5 points. The points are to be spent by each partner as they wish.



Full page colour advert placed on the back cover of the brochure

A foreword from your company CEO on the 2nd page of the brochure

A table / team at every event on the 2007 DNBV calendar

Note: If you are unable to attend certain events, you will be credited with the points equivalent to then use for additional tables/ teams at the other events - for example if you can't attend the launch dinner (a table is worth 10 points) you can use the points to have an additional table at another 10 point equivalent event such as the pre India tour dinner

Preferential table locations at all events

Exclusivity within your sector

KEY: DIRO = Donation In Region Of



Company logo included on DNB headed paper and all DNB communications

Logo on DNB website homepage and partners page, link to company website from DNB website

Private dinner with Nashy, Andrew Strauss and other England cricketers (TBC)

Private receptions at all events (where possible)

Meet and greet at all events by Nashy

Branding at all events

Mentions by Nashy at events



Full page colour advert placed in the DNB brochure on the inside front or back cover

150 points to spend on events throughout the DNB event calendar (for more details see next slide)

Company logo included on DNB headed paper and all DNB communications

Logo on DNB website homepage and partners page, link to company website from DNB website

Branding and mentions by Nashy at all events

Preferential table locations at DNB events

Private reception (where possible) at all events attended

Private dinner with Nashy and Andrew Strauss



Gold Partner example events package DIRO £30k

2 x tables of 10 people at the launch dinner	(20 points)
1 x table of 10 people at the pre India tour dinner	(10 points)
1 x table of 10 people at the Ferret Racing Ball	(10 points)
2 x table of 10 people at the pre West Indies tour dinner	(10 points)
2 x table of 10 people at the Taste of India dinner	(10 points)
1 x team in the Teddington 6 a side	(10 points)
1 x coaching session for 10 people at Lord's	(10 points)
3 x coaching and curry nights for 5 people	(15 points)
1 x table of 10 people at the cricket and comedy night	(5 points)
1 x team of 4 at a golf day at St Georges	(10 points)
1 x team of 10 at the Indoor six aside	(10 points)
1 x table of 10 at a cricket world cup evening	(10 points)
2 x tables of 10 people at the benefit finale xmas lunch	(20 points)



Full page colour advert placed in the DNB brochure

50 points to spend on events throughout the DNB event calendar e.g.

1 x table of 10 people at the launch dinner	(10 points)
1 x team in the Teddington 6 a side	(10 points)
1 x coaching and curry night for 5 people	(5 points)
1 x table of 10 people at the cricket and comedy night	(5 points)
1 x team of 4 at a golf day at St Georges	(10 points)
1 x tables of 10 people at the benefit finale xmas lunch	(10 points)

Company logo included on DNB headed paper and all DNB communications

Logo on DNB website homepage and partners page, link to company website from DNB website

Preferential table locations at DNB events



Brochure Advertising

David Nash Benefit 2007 (DNB) Brochure

- **10,000 to be printed- with the option of additional prints**

Brochures to be distributed to preview and promote the benefit year asap

Brochures to be placed on tables and given to guests at all DNB events

Opportunity to advertise in the DNB benefit 2007:

- **Full page colour advert DIRO: £1200 + VAT**
- **Half page colour advert DIRO: £700 + VAT**
- **Quarter page colour advert DIRO: £400 + VAT**

Opportunities also exist for your company to hold your own bespoke event during the benefit year The DNB committee is open to all ideas and suggestions.



Contact

For more information, please contact

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