

## **Annual Lecture and Reception - Sponsorship Opportunities**

Friday 6<sup>th</sup> November 2009.  
5.30 – 8 pm.

The Addenbrooke's Charitable Trust Annual Lecture and Reception is a signature event held annually at Cambridge University Clinical School, Cambridge University Hospitals. Previous speakers have included:

- Professor Bruce Ponder, Director and Professor of Oncology at the Cancer Research UK Cambridge Research Institute: 'Cancer'
- Professor Stephen Smith, Head of the Department of Obstetrics and Gynaecology: 'Women's health and the promise of the human genome'
- Professor Stephen O'Rahilly, Professor of Clinical Biochemistry and Medicine and Head of Clinical Biochemistry and Immunology: 'Human Obesity: Science vs. Stigma'
- Professor Alastair Compston, Professor of Neurology and Head of the Department of Clinical Neurosciences in the University of Cambridge, Honorary Consultant Neurologist at Addenbrooke's Hospital, President of the Association of British Neurologists, and Editor of Brain, a Journal of Neurology: 'Treating multiple sclerosis: a modern saga'.
- This year's lecturer will be Dr Susan Robinson, Consultant in Accident and Emergency.

The event takes on the format of a lecture given by a world class speaker in the medical field, followed by a networking reception with drinks and canapés.

The event is open to Cambridge University Hospitals' staff, including consultants and medics as well as our corporate contacts, major donors and supporters providing an ideal opportunity for networking, with our key contacts.

There is an opportunity to cover the cost of the reception following the lecture for **£4500**. For this cost your company will get:

1. A shared presence with ACT, (and depending on the size of your sponsorship potentially other sponsors) in the pre and post event press campaign.
2. A shared presence with ACT, the major sponsor and four sponsors, on the following to publicise the event:
  - a. ACT's website,
  - b. The Addenbrooke's Intranet – Connect (access to approximately 7,000 staff),
  - c. TV screen in the main reception area (over 422,362 visits to outpatients each year),
  - d. Fliers in Addenbrooke's staff pigeon holes (Approx 400),
  - e. Posters on ACT notice boards (25 sites around the hospital).

For more information please contact Claire Billing, Corporate Manager on [claire.billing@addenbrookes.nhs.uk](mailto:claire.billing@addenbrookes.nhs.uk) or 01223 348464.