

**Army  
Benevolent  
Fund**

# Sponsorship Opportunity

## ‘Ten Heroes, One City at War’

10 extraordinary servicemen from Birmingham who were awarded the Victoria Cross

**Birmingham Museum & Art Gallery**

Saturday 21<sup>st</sup> March 2026



Albert Gill - St Stephen's  
District of Birmingham -  
1st Battalion Kings Royal  
Rifle Corps (KRRC)

The visit by King George V  
to the Wolseley in July  
1915



Alfred Wilcox - Aston,  
Birmingham - 2/4th  
Battalion of the Oxford  
and Buckinghamshire  
Light Infantry



**For Soldiers. For Life.**

# Ten Heroes, One City at War

This prestigious black-tie gala is inspired by “Ten Heroes, One City at War”—a deeply moving tribute based on the book written by Deputy Lieutenant Richard Boot. We invite you to an unforgettable evening that celebrates the bravery, sacrifice, and spirit of 10 extraordinary servicemen from Birmingham who were awarded the Victoria Cross during the First World War. Set within the historic Birmingham Museum and Art Gallery, once home to the Number 11 Recruitment Office (1914–1918), the evening offers a blend of poignant remembrance and cultural heritage. This is more than a dinner. It’s a living tribute.



Ten Heroes. One City. One Legacy

The Army Benevolent Fund would like to create a partnership that builds brand awareness for both parties and will give you a platform for showcasing your organisation to a captive audience.

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We welcome discussions about a partnership tailored to your own marketing objectives.

# What to Expect



Guests will enjoy:

- **Stirring live music and Military band Performance**
- **Exclusive guided tours of the Museum**
- **VIP Welcome drinks and delicious canapés**
- **3 course Gala Dinner**
- **powerful talks from special guest speakers and ABF Ambassadors**
- **Live Entertainment From the Bluebird Belles**
- **Personal stories from our Armed Forces community**
- **A live auction and raffle with exclusive items money can't buy.**

This is more than just an evening—it's a celebration of our Armed Forces, their families, Past, Present and Future.

Ten Heroes. One City. One Legacy

# Why Sponsor?



**A Legacy Remembered** - The reception and dinner will honour: The formation of three City Battalions of the Royal Warwickshire Regiment. Life in Birmingham during WWI, as showcased through rare artefacts and exhibits. The ten Birmingham-born Victoria Cross recipients, whose stories of heroism echo through generations.

**Why Support This Event?** Directly contribute to the Army Benevolent Fund, supporting soldiers, veterans, and their families. Align your brand with a historic and noble cause. Gain visibility with a high-profile audience, including civic leaders, military dignitaries, historians, and media.

**Media Reach & Exposure:** Major Press Releases (Regional & National) Television and Radio Interviews Social Media Campaigns Featured in the Birmingham Mail & other regional publications Outreach through Veterans' Groups, Military Networks, and Corporate CSR Programmes

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# SPONSORSHIP & ADVERTISING OPPORTUNITIES

Sponsorship level	Amount	Benefits of Sponsorship
<b>Headline Sponsorship</b>	<b>£10,000</b>	<ul style="list-style-type: none"><li>• Exclusive branding across all event materials Prominent logo placement at the event (backdrops, screens, menus)</li><li>• Full-page advert in the commemorative programme</li><li>• VIP table for 10 guests with champagne reception</li><li>• Feature in all press and media announcements Opportunity to speak during the evening</li><li>• Opportunity to display company banner or stand at event</li><li>• Social media spotlight posts before and after event</li><li>• X4 free Vip Tickets to Beating retreat at Horseguards Parade and one other Military event in 2026</li></ul>
<b>Gold Sponsorship</b>	<b>£6000</b>	<ul style="list-style-type: none"><li>• Logo on promotional materials and signage</li><li>• Logo inclusion in all printed and digital event materials</li><li>• VIP table for 10 guests</li><li>• Half-page advert in programme</li><li>• Recognition during welcome address Social media spotlight feature</li></ul>
<b>Silver Sponsorship</b>	<b>£3000</b>	<ul style="list-style-type: none"><li>• Logo featured on selected promotional materials</li><li>• 5 VIP tickets</li><li>• Quarter-page advert in programme</li><li>• Recognition during welcome address and in post-event press</li></ul>

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# BENEFITS FOR YOUR ORGANISATION

How partnering with us  
can help you reach your goals

## SUPPORTING THE BRITISH ARMY

A chance to demonstrate your company's commitment to supporting our soldiers, former soldiers and their families in times of need.

## HOSTING & NETWORKING

An opportunity to host clients and colleagues at a unique event in a stunning setting.

## Enhance your Employer recognition scheme standing

Supporting the ABF demonstrates support to the armed forces as pledged in your AF Covenant

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## PROMOTING BRAND AWARENESS

Be a part of an extensive event-related marketing and promotional campaign across the region

## BESPOKE BENEFITS

We can also create bespoke packages tailored to your individual needs; simply get in touch to discuss your requirements.

## TEAM BUILDING

Unique team building experience for employees and customers to galvanise the workforce.

# Our Partners

Here are just some event sponsors who have partnered with the army Benevolent Fund....



**One  
Thousand  
Trades Group**



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# Army Benevolent Fund

**We exist to ensure that every soldier and veteran of the British Army, and their families, are afforded the independence and dignity they deserve.**

Since we were established in 1944, we have worked with veterans of every conflict. We're here for the long haul - for all future generations of soldiers and their dependants whenever they are in need.

We support individuals, families and a wide range of specialist organisations that sustain the British Army family, both at home and around the world.

Last year alone, we funded 86 other charities and specialist organisations who delivered support on our behalf so that overall, more than 80,000 people were touched by our work – across 51 countries. Please contact us if you have any questions.

Graham Whitehouse  
Regional Director

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**Support us and you support  
the whole Army family.**

