

GAMES AID GALA

UK Games Industry Charity Gala

Thursday 5th December 2024

Event and partnership information

A special industry night out

Join us on Thursday 5th December for the third annual GamesAid Gala.

This special night of networking and fundraising supports GamesAid and its selected charities.

The Gala is a fantastic chance to celebrate multiple good causes all at once.

There are multiple ways to take part:

- Book a table
- Become a corporate partner for the event
- Donate prizes for our popular raffle and silent auction



About GamesAid

GamesAid is an umbrella charity that supports a range of good causes every year.

Our innovative model harnesses the passion of the games industry to collectively raise money for smaller charities that are dedicated children and young people.

GamesAid and its partners fundraise through events and sponsored activities. A special vote amongst our members every year chooses the deserving causes we distribute that money to.

GamesAid was established in 2007 and to date has raised over £5m.



Our selected charities

In 2024/2025 we are supporting these organisations all dedicated to children and young people.

Autistica

www.autistica.org.uk

Game Therapy UK

www.game-therapy.co.uk

Gamers Beat Cancer

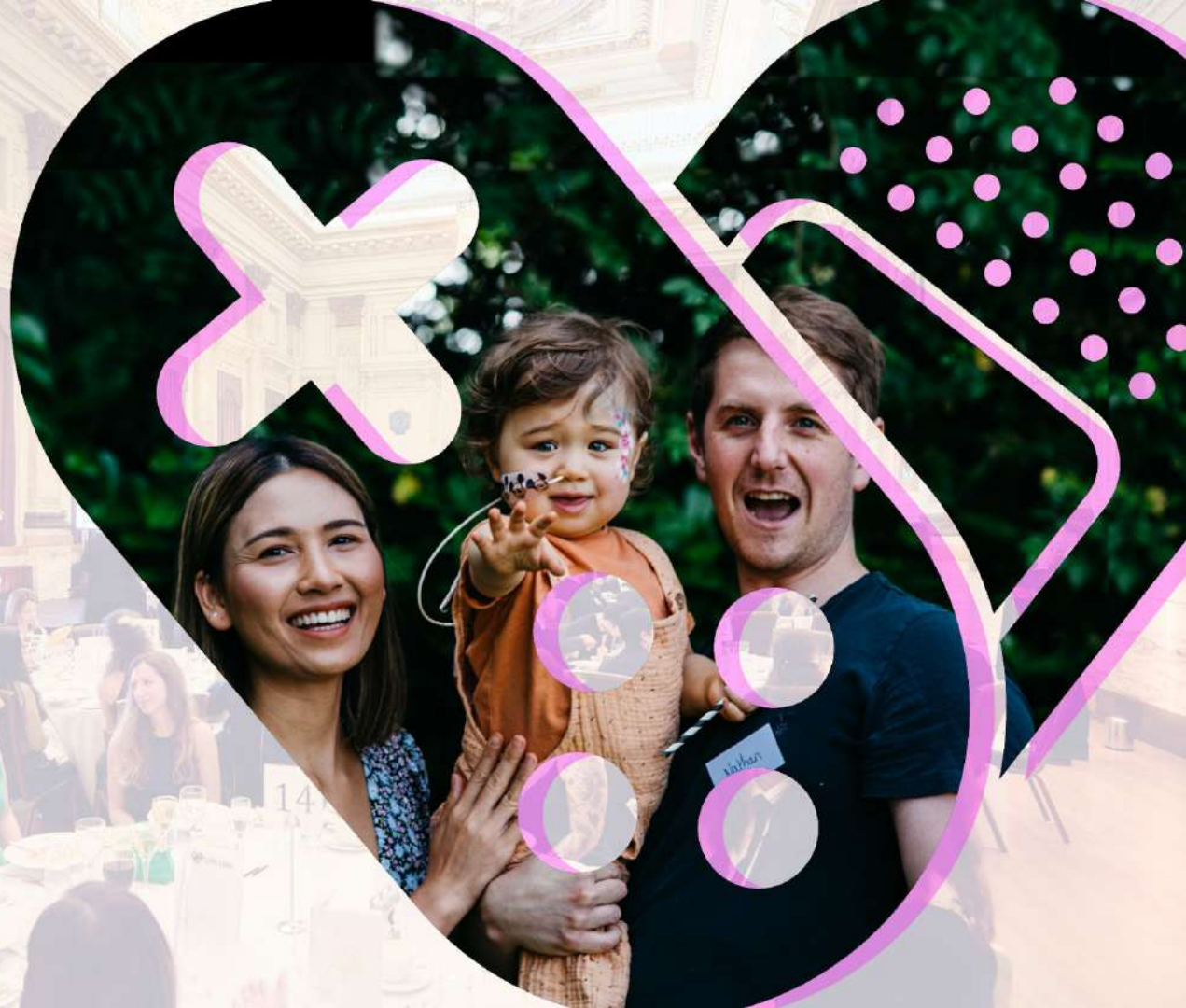
www.gamersbeatcancer.co.uk

Safe in Our World

www.safeinourworld.org

Solving Kids Cancer

www.solvingkidscancer.org.uk



On the night

The GamesAid Gala hosts 200 UK games industry professionals for a special black tie evening. It's the culmination of a year of hard work raising money for our charities.

It's a great chance to catch up with friends and colleagues, host clients and partners - and most of all help us raise even more for our nominated charities.

The event includes a welcome drinks reception, three course dinner and after-party.

During dinner we host a silent auction plus a raffle of games rarities and exclusive prizes.



On the night - continued

The Gala is also a great chance to reflect on GamesAid's achievements and the efforts of those in the games industry.

Each year during the Gala dinner we name the winner of our GamesAid Ambassador Award - which goes to an individual who has gone above and beyond for GamesAid.

GALA TIMINGS

7pm	Welcome Reception
8pm	Dinner service begins
9.30pm	Award Presentation Raffle and Auction
10pm	After party
Midnight	Carriages



Tickets and tables

We've priced the Gala competitively for 2024 to ensure access suits all budgets - but also to make sure that we're doing everything we can to support our chosen charities.

All tickets include pre- and post-event drinks receptions and three-course dinner.

Tables of 10 are priced at **£3,495**
Individual tickets are **£375** each.
Book directly now at
www.gamesaid.org/gala/

A special rate is available for indies and freelancers at **£275**. Contact
lily.rimington@gamesaid.org



Partnerships

Enhance your support as a premium partner.

Take an active role in the Gala proceedings with on-site branding and the best seats in the house.

The following packages are available:

- Gala partnership
- Event partner for a specific moment eg the drinks reception or photobooth



Gala Partner Package

Three slots available.

- Priority branding during the event across all signage and digital screens
- Social media credits and thanks before and after the event
- Ticket allocation: 1 tables of 10 (extra tickets and tables available at a discount)
- Thank you on-stage from our trustee hosts
- Special thanks in post-event videos
- Opportunity to add owned activation to the event (at cost)

£5,000



Partnership Extras

The following don't come with tickets but can enhance an existing booking, costing **£1,500** each:

- Welcome Drinks Partner
- After Party Partner
- Auction Partner
- Photo Booth Partner

Got a smaller budget or looking to support from afar? Then you can donate gifts to our guest goody bag or take a digital partnership that includes social media comms, on the night branding, and video credit. Contact gala@gamesaid.org for more information.





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Charity Gala**

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See you there!

www.gamesaid.org/gala

