



WHITE HAT
BALL 2021

BECOME A PRIZE DONOR AND HELP SUPPORT CHIDLINE

WHAT IS THE WHITE HAT BALL?

The White Hat Ball is an annual sell-out event for the Information and Cyber Security Industry. The event is attended by over 650 guests and has become regarded as an exciting, social and unmissable evening in the industry's calendar. Organised by a group of volunteers from the Cyber Security industry and established in 2004, to date the event has raised over two million for the NSPCC's vital service, Childline.



BECOME A WHITE HAT PRIZE DONOR?

Thanks to our generous prize donors, in 2020 our silent and live auctions raised over £55,000, allowing our volunteer counsellors at Childline to answer almost 14,000 calls to children in distress.

Donating a prize provides a unique opportunity to promote your brand in a room of high net worth individuals, many of whom are key decision makers at global companies such as Deloitte, KPMG, Prudential and HSBC. In addition to this you will benefit from exclusive brand exposure on the dedicated White

Hat Ball website and on screens and tablets at the event. As a prize donor you will also reap the benefits of aligning your company with the NSPCC charity, which has a 97% brand-recognition rate.

By becoming an official White Hat Ball prize donor you will be directly supporting Childline, the NSPCC's service providing a safe confidential place for children with no one else to turn to, whatever their worry. Children can contact Childline 365 days a year and on average, a child contacts Childline every 25 seconds. It takes £4 to answer a call from a child who needs us and your support will ensure that their voices can continue to be heard.

YOUR DONATION

From a week's stay in a luxury Spanish villa to a signed cookery book, we include a huge range of prizes at the White Hat Ball to suit every donor and guest.

Exciting money-can't-buy experiences are included in our

live auction, where an on-stage auctioneer will take bids from guests in the room. Previous examples include a private VIP box for 20 people at The O2 to see Queen and a Monte Carlo Grand Prix VIP experience for two.

Our silent auction, which allows guests to bid for items on tablet devices throughout the evening, includes prizes such as beauty hampers, restaurant vouchers, sports memorabilia and jewellery.

Could your brand be the perfect fit? Please contact Robyn.Stevenson@NSPCC.org.uk if you would like to donate a prize for this event.



In aid of
childline
A life-changing NSPCC service

PREVIOUS BRANDS WHO HAVE DONATED TO THIS EVENT INCLUDE:

O2 | HILTON HOTELS | HARRODS | SWAROVSKI | CURZON | JO MALONE | SMALL LUXURY HOTELS | CLARINS | PORSCHE