

CASE STUDY

Client Halow Project Charity
Service Event Management



ABOUT

Halow approached us to organise their 11th annual Damon Hill Karting Challenge in 2024.

As they felt the event had reached its time, they wanted a fresh approach to enhance fundraising, streamline operations, and deliver a more seamless experience and enjoyable event for guests.

We took on the full project management, overseeing every detail from start to finish. This included managing all bookings and guest communications, coordinating logistics, and ensuring that the event ran smoothly, while also introducing new ideas to boost engagement and raise vital funds.



OVERVIEW

The Damon Hill Karting Challenge 2024 was an exciting event, and we were thrilled to play a key role in elevating the experience.

Our goal was to improve both the financial and operational efficiency of this annual challenge, and we worked closely with the venue, third-party suppliers, and the Halow team to achieve this.

With 34 teams, totalling 195 people, the event attracted both seasoned racers and enthusiastic participants, all united in raising crucial funds for Halow, while enjoying an unforgettable day with motorsport legends Damon Hill and Johnny Herbert.

We managed every aspect of the event, from setting key performance indicators and planning pre-event marketing, to overseeing social media campaigns and coordinating sponsorship agreements. Our team also handled all logistical elements, including managing the marquee, team coordination, catering, and audio-visual requirements, ensuring that everything ran smoothly on the day.

Thanks to our strategic approach and attention to detail, we were proud to increase the fundraising total by a record-breaking 350%, helping Halow raise significantly more than previous years.



EVENT HIGHLIGHT

From raising an average of £10,000 per year - we increased this by 350%, raising an incredible £45,000.

WHY DID THE CLIENT CHOOSE US?

Halow chose us for a variety of reasons, of which some are listed below:



- **Strong Recommendation:** Halow was introduced to us through a trusted recommendation, which highlighted our reputation for delivering high-impact events.
- **Quick to Respond:** We were prompt and proactive in our response, demonstrating our ability to move quickly and efficiently to meet their needs.
- **Proven Fundraising Success:** Our track record of significantly increasing fundraising through innovative event management and strategic planning reassured Halow that we were the right partner to elevate their event.
- **Experience and Expertise:** With years of experience in managing high-profile charity events, we proved we had the expertise to streamline operations and boost financial outcomes.
- **Commitment to Excellence:** Our dedication to delivering exceptional results, from creative concepts to flawless execution, made us the perfect partner for this high-profile charity event.

WHAT DID WE DO?

Set Key Performance Indicators

Task Tracker Creation and Management:

Stakeholder Engagement

Pre-Event Marketing Videos & Photos

Comprehensive Marketing Strategy & Event Launch

Pre-Event Communications with all guests and stakeholders

Streamlined Booking Process

Team Coordination

Invoicing and Financial Management

Sponsor Activation

Communications and planning with all third parties





TESTIMONIALS

"Many thanks for all your input and hard work."

Damon Hill OBE, Patron

"A fantastic day, the organisation was excellent, most important people really enjoyed themselves and we raised proper money."

Richard Meins, Trustee

"I would just like to say thank you so much for all your help with the Karting event and helping me. I have learnt so much which is helping me already with other events I am running for Halow."

Kate, Halow event staff

CAN WE ASSIST YOU?

We are driven by our passion for creating and delivering impactful events. No matter the size or scope of the event, we believe that no job is too big or too small. We are dedicated to crafting completely bespoke events for our clients, tailored to meet your specific needs and goals.

Taking great pride in our track record of nothing less than 5-star reviews from our satisfied clients, you can trust us to deliver you a successful and seamless event.

If you would like to discuss your event please contact our founder, Bernadette Palombo, who personally leads all events.

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