

CASE STUDY

Client Wilson James
Service Corporate Charity Event



ABOUT

Wilson James contacted us to assist in arranging a fun and unique charity event in 2023, something that wasn't your normal corporate golf day.

This was in aid of The Lighthouse Club charity, which is the only charity to provide emotional, physical and financial support to construction workers and their families.

Therefore, it was important that we made sure this event could raise as many funds as possible.



OVERVIEW

This event involved a huge amount of enjoyment, thrills and excitement. It involved driving eight high-performance cars, with plenty of instruction and time behind the wheel. Taking place on a bespoke circuit, it was a day to remember.

The guests spent the day driving a collection of incredible cars. Taking a fourth-gear corner flat out in an F3000 single-seater was even more exciting than the usual putting green.

Naturally, all that derring-do works up an appetite, so we ensured the guests had ample food and drink to keep them fuelled during the day.

Ending the day, we hosted a celebration dinner and a successful charity auction, followed by an overnight stay.

THE BEST BIT

The goal from Wilson James was to raise £12,000 for the charity, however this was far exceeded and the amount raised was a huge £22,500.

The plan was for this to be a one-off event. But it was so successful that it has grown in numbers of attendees. We've since run it again in 2024 (raising £32,000), and it's already in the diary for 2025.



WHY DID THE CLIENT CHOOSE US?

We've worked with Wilson James in the past, so hosting this event for them was a natural choice. However, some of the important factors that contributed to this particular event are listed below.

- They knew that we would come up with a creative charity fundraising event, utilising the relationships that we have with suppliers and venues to secure a preferential date, rate and overall excellent experience
- Their senior management could spend their time focusing on networking and having an enjoyable rather than being too involved in the event planning itself
- The client wanted to be confident that the event would run smoothly and provide their guests a faultless experience
- Wilson James knew they could trust us to deliver a unique charity event for them whilst raising vital funds

WHAT DID WE DO?

Branding activation

Budget management

Secured and managed the activity and accommodation

Management of the charity aspect including the auction

Evening dinner

Guest invitations and all communication

Collation of guest details

24/7 on site event management

Photographer





TESTIMONIALS

From the client:

“Thank you so much for organising the Lighthouse event for us. The feedback we have had so far has been amazing. The whole day went perfectly and that’s all down to you and all your hard work!”

Keith Winterflood, Managing Director, Wilson James

From a guest of the client:

“What an amazing event. The location and planning in full was probably the best I've attended. Not often you can say these days go without a comical hiccup, but we never even had that pleasure.”

Kevin Walton, participant, UK Red Security

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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