

Saturday 10th May 2008

THE LOWE SYNDROME
GALA CHARITY EVENT

“I have been a Trustee with the Lowe Syndrome Trust since it was founded almost eight years ago and am enormously proud of its achievements in raising funds to support medical research into this most heartbreaking children’s disease. Due to the enormous success of our last event organised by Three’s A Crowd (which raised funding to support a most vital research project at Imperial College London) we will continue our partnership with them and know they will put on another spectacular evening on May 10th at The May Fair Hotel. We hope to raise at least £100,000 which will fund another new Lowe project in the hope of better treatments and eventually a cure of Lowe Syndrome which affects the brain, eyes, kidneys, bones and muscles. The charity receives no UK government support or funding so events such as this are crucial to enable us to fund future projects.”

Lowe Syndrome Trust Trustee, Jonathan Ross.



THE LOWE SYNDROME
GALA CHARITY EVENT

SATURDAY 10TH MAY 2008

THE CRYSTAL ROOM
THE MAY FAIR HOTEL
STRATTON STREET
LONDON W1

Three's a Crowd is proud to present the 2008
Lowe Syndrome Trust event at The May Fair Hotel.

Hosted by **Tara Palmer-Tomkinson**
and some very special guests.

Featuring an exclusive live performance from
Bryan Ferry.



THE LOWE SYNDROME TRUST

The Lowe Syndrome Trust is a UK Charity formed in June 2000 by parents of Lowe Syndrome children to help raise funds for medical research in the hope of better treatments and eventually a cure for this tragic and under-researched disease. Lowe Syndrome is a genetic disorder that can occur with no family history, affecting boys with multiple physical and mental handicaps including cataracts in both eyes, muscle weakness (hypotonia or floppy baby syndrome), kidney problems, cysts, brittle bones, arthritis, poor growth, mental impairment with behaviour problems (autistic spectrum disorder) and epilepsy. Sadly the life expectancy for these children is short due to the complications of the disease and the lack of funding into finding a cure. Three's A Crowd is committed to raising awareness and funding for the Lowe Syndrome children.

PREVIOUS 2007 CHARITY EVENT

This fantastic fund-raising event was held in the stylish surroundings of Floridita in Soho, and was hosted by Lowe Syndrome Trustee, Jonathan Ross. The night featured live entertainment by Russell Watson, Newton Faulkner and Beverley Knight and food created by Jean-Christophe Novelli with a charity auction hosted by Jonathan Ross and Tara Palmer-Tomkinson.

The event attracted a wide variety of sponsors including Hello! Magazine and Play.com. Other sponsors included Maker's Mark, Sauza Tequila, XCalibre, Mercedes Benz-Retail and Fiji Natural Water. Three's A Crowd organised a three-page feature of the charity and event in two separate editions of Hello magazine gaining extensive publicity for all sponsors.

THE NATION'S FAVOURITE ENTERTAINERS love
JONATHAN ROSS
 TELLS WHY HE HAS ALWAYS
 GOT TIME FOR OSCAR

PRESS



'd tried to get a few celebrities
 and no luck. I appreciated how
 signed up' Jonathan Ross

JONATHAN ROSS
 THROWS A PARTY FOR A
 CAUSE CLOSE TO HIS HEART



Beverly Knight performed at the party

Stars shine for charity

A CHARITY fundraising party for 400 guests has been organised in just two months by Tara Palmer-Tomkinson's event management company, Three's A Crowd.

The event, which raised funds for The Lowe Syndrome Trust was hosted by Jonathan Ross and took place at Florida in London.

Organiser Mark Emms said: "Preparations for the party have all come together very quickly as we only started working on it two months ago. The most challenging thing was getting the talent on board for free but I think we achieved this because of the way we pitched the event. As Jonathan Ross is patron of the charity, we were able to maximise on his and our reputation to get the people

we wanted on board.

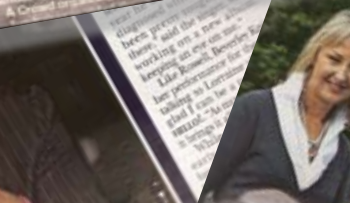
"The staging and appearance for the evening was very important."

Mark also said another challenging aspect of organising the event was the five chartovers which took place on stage - some of them involved setting up a lot of equipment as for, example, Russell Watson had a full string section which needed to be set up and moved off stage quickly and efficiently.

The evening began with a champagne reception, which was followed by performances from Russell Watson, Newton Faulkner and Beverly Knight, a charity auction hosted by Tara and a dinner menu created by Jean Christophe Novelli.

Jonathan Ross could be forgiven for being a bit of a party animal on the evening off. As a presenter of several TV shows, he has a busy schedule, but he admits that family time is precious. He has a young son, Oscar, who has the same condition as his father's. Jonathan told me that he had had no luck in finding a cure, but he had signed up.

The event was held at London's trendy Florida in London. The evening's headliner was Jonathan Ross, who was joined by Tara Palmer-Tomkinson, Louise Redknapp, Russell Watson, Newton Faulkner and Beverly Knight. Jonathan and Tara were the main attraction, with Ross performing and Tara singing.



Popular Jonathan Ross has a weekly TV chat show, as well as his own radio show on the BBC's Radio 2. He is regularly used as a pundit on the news and has been named as one of the UK's most powerful people.

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DATE Saturday, 10th May 2008

VENUE The Crystal Room, The May Fair Hotel

TIME 7pm - 1am

PROGRAMME 19:00 Champagne reception
20:00 Three course dinner
21:30 TPT and special guests
22:00 Charity auction
22:30 Bryan Ferry
23:00 DJ

THEME Black Tie

TICKET PRICES £250 per ticket

or

£1000 for two tickets
One night bed and breakfast at the five-star May Fair Hotel
Luxury goody bag
Premium seating



SPONSORSHIP PACKAGES

The Lowe Syndrome Charity Event is currently sponsored by leading brands, such as Fiji Water and The May Fair Hotel and we have sponsorship opportunities available for nine more brands. The sponsorship packages are categorised in the following tier system:

LEADING TABLE SPONSOR

Two packages available
Branding on all literature boards etc.
Company included in all press releases, (inc. Hello! Magazine)
Branding on stage
Branding on tickets
One-page advert in evening programme
50 complementary tickets to the event = five tables
Price: £20,000

SUPPORT TABLE SPONSOR

Two packages available
Sponsorship of drinks reception with company branding
One-page advert in evening programme
Company advert on website
20 complementary tickets to the event = two tables
Price: £10,000

GENERAL TABLE SPONSOR

Five packages available
One-page advert in evening programme
Company advert on website
Table at dinner
10 complementary tickets to the event = one table
Price: £5,000

If you would like to sponsor this prestigious charity event please contact Oliver Evans at oliver@3sacrowd.com or call on +44 (0) 20 7 242 6151



THE MAY FAIR



LOWE SYNDROME TRUST

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A CROWD^{PLC}

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WATER

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