

Case Study Event

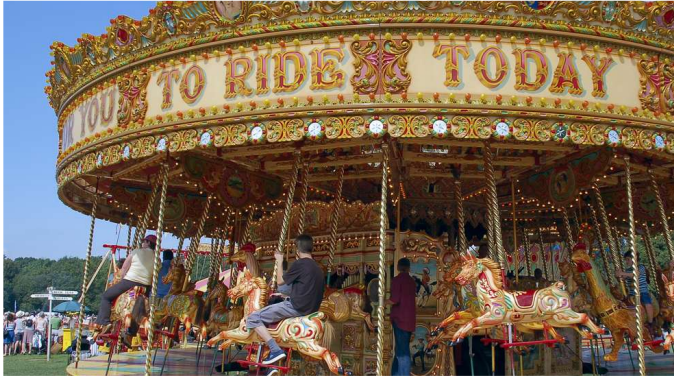
Company Fun Day
An Afternoon of Fun
and Fundraising

Company Numbers

Equity Insurance Group
600

Location

Barleylands Park & Craft
Village, Chelmsford, Essex



What they said

“ On behalf of everyone that came to the family fun day, I would like to say a HUGE thank you to you and your team for a really amazing and memorable day. ”

The Brief

- Reward staff for their hard work and support over the last year.
- Create an uplifting, family atmosphere where staff and families can get to know each other.
- Raise money and awareness for Equity

Our Solution

An exciting afternoon with free activities for the whole family and charity stalls to help hit the fundraising target.

- **All the Fun of the Fair:** The Ultimate Event Company chose Barleylands as the venue and created an event bursting with stalls, music, games and rides
- **Dedicated Children's Entertainment:** The under-fives were dazzled by clowns, street performers and face painting while teenagers flocked to the dodgems and crazy golf
- **Peace of Mind for Adults:** Parents could wander the craft stands, enjoy the Steel Band or relax with a coffee in the central marquee knowing their children were being entertained
- **Traditional Fundraising:** Macmillan Cancer Support ran manned several fundraising stalls throughout the day including a raffle, tombola and cake stand
- **A Big Thank-You:** A closing ceremony and speech from the Managing Director to thank all guests for attending the event ended the day

Return on Investment

- **Engaging Employees:** The day inspired staff and brought them together to raise money for a good cause
- **Hitting Targets:** In total the afternoon raised £7,000 and helped the company reach its fundraising goals



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