

The Auction 2027

Sponsorship Pack



Terrence Higgins Trust

For over 40 years, Terrence Higgins Trust has been on the forefront of the fight against HIV. We are the UK's leading HIV charity, supporting over 100,000 people annually across the UK.

Our mission is to end new cases of HIV in the UK by 2030 and ensure people living with HIV get the support they need.



We are proud of the work we have done over the last forty years, but now our eyes are firmly set on the future. We know what urgently needs to happen to end new HIV cases by 2030. It means expanding the transformative impact of opt-out HIV testing in A&E departments to more areas that need it. It means unblocking access to the game-changing prevention drug PrEP. It means ending the stigma and discrimination still surrounding HIV.

This is an exciting and historic time – we will do everything in our power to end new cases of HIV by 2030 and support people living with HIV.

The Auction 2027

Terrence Higgins Trust's annual auction is one of London's most established and prestigious fundraising events. This landmark occasion brings together leading figures from the worlds of art, fashion, and philanthropy for an unforgettable evening of generosity and celebration.

Guests enjoy a vibrant reception, a spectacular live auction, and an elegant standing supper. The Auction showcases an exceptional selection of luxury items, exclusive experiences, and significant contemporary artworks. Previous contributors have included Dame Tracey Emin, Sir Antony Gormley, Sir Grayson Perry, Gillian Ayres, Sir Anish Kapoor, The Keith Haring Foundation as well as brands such as Tateossian.

Each year, more than 200 distinguished guests attend including long-standing supporters of Terrence Higgins Trust, high-profile personalities, and cultural influencers.

The Auction is more than a night of philanthropy; it's a powerful platform to advance our mission. Many people's perceptions of HIV are outdated. The funds raised at this event help us highlight our vital message: with testing and treatment, we can end HIV transmission in the UK by 2030.

In 2026 the event raised £283,000 with over £6 million raised since 2000.

Date: March 2027 TBC

Venue: Christie's London, 8 King St, St. James's, London SW1Y 6QT

Audience: Influential figures from the worlds of art, culture, fashion and media.



Previous partners and donors:

ACQUA DI PARMA

MAC

BARCLAYS

NEXT

HATT & SÖNER
CHAMPAGNE

DIAGEO

EXPERIENCES
BY WEMBLEY STADIUM

INJECTUAL

NOT JUST
TRAVEL
Travel Eclipse

HYATT
REGENCY
LONDON OLYMPIA

TATEOSSIAN
LONDON

NEILL STRAIN
LONDON

Sponsorship Opportunities

The Auction presents a unique opportunity to align your brand with one of London's most established and prestigious charity events. The Auction is attended by an exclusive audience of more than 200 guests, including celebrities, wealthy individuals, and influencers from art, culture and fashion.

Sponsoring The Auction gives your brand visibility among a discerning audience. It's a chance to raise your profile while supporting an important cause.

We offer a range of sponsorship packages designed to suit different levels of partnership. We are also happy to create bespoke packages.

Headline Sponsor £25,000

Maximise your impact as our Headline Sponsor, securing brand exposure on the evening and in post-event coverage.

Benefits include:

- Premier logo placement across all event materials, including invitations, admittance tickets, and The Auction catalogue.
- Full-page advert and an editorial feature in The Auction catalogue.
- Logo featured on the main screen in the auction room.
- Logo featured on the official press board on the night.
- Six complimentary tickets to the event.
- Prominent branding on our auction website The Auction Collective.
- Inclusion in social media communications promoting the online auction.



Gold Sponsor £10,000

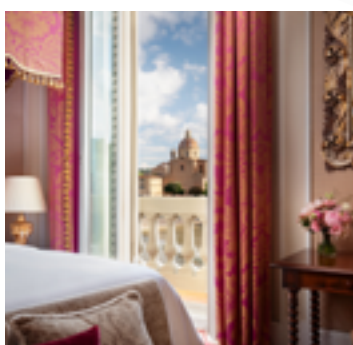
As a Gold Sponsor, your brand will be clearly visible at the event and in all our main communications.

Benefits include:

- Full-page advert in The Auction catalogue.
- Logo featured on the main screen in the auction room.
- Logo featured on the official red-carpet press board on the night.
- Four complimentary tickets to the event.
- Prominent branding on our auction website The Auction Collective.



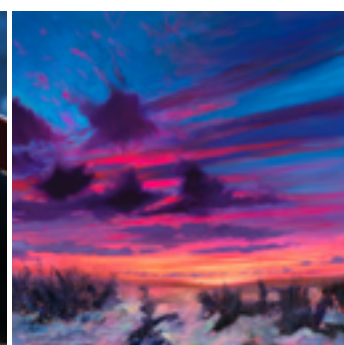
HATT et SÖNER



The St. Regis Florence



Wembley Stadium



Tomasz Schafernaker

Popular prizes include weekend breaks, limited edition prints, designer fashion items, spa treatments, luxury homewares, afternoon teas, beauty and fragrance products, wine and spirits and many more.

Silver Sponsor £5,000

As a Silver Sponsor your brand will be seen by our influential audience of supporters.

Benefits

- Full-page advert in The Auction catalogue.
- Logo on event screens throughout the evening.
- Two complimentary tickets to the event.
- Prominent branding on our auction website The Auction Collective.

Bronze Sponsor £2,000

As a Bronze Sponsor your brand will be seen by our influential audience of supporters.

Benefits

- Half-page advert in The Auction catalogue.
- Logo on event screens throughout the evening.
- One complimentary ticket to the event.
- Prominent branding on our auction website The Auction Collective.

Terrence Higgins Trust has a reputation for building successful relationships with many high-profile corporate partners and event sponsors. Partners and donors Terrence Higgins Trust has worked with include:

Grand Raffle and lot donation opportunities



If you are interested in donating an auction lot, whether an art piece or an experience, get in touch or go to ttht.org.uk/donor

For Grand Raffle contact:

Smita Amlani, Special Events Manager

E-mail: smita.amlani@ttht.org.uk

Phone: **020 7812 1686**

The Auction Committee

Co-Chairs

Lal Dalamal, Director, Maple Assets

Dominic Edwardes, Director of Fundraising and Communications, Terrence Higgins Trust

Committee Members

Renata S. Aly, Film Producer

Victor Arrez, Lifestyle Manager

Lisa Barnard, Chief Executive, Illustrated London News Limited & Editor SPHERE

Tom Best, CEO & Founder, The Auction Collective

Mark Captain, Editor, Luxuriate Life

Michele E.A. Codoni, Marchant-Event Organiser-PR, M.E.A. Codoni Bespoke Events & Entertainment

Wilhelm Finger, Double Decker Art Curation

Himal Gurung, Auction Advisor & Product Manager, The Auction Collective

Chaand Hemandas Sujanani, Founder & Director, Studd Street Limited

Cristiano Isidoro De Rossi, Director, The Haute Curator/Founder & Insignia/Lifestyle Concierge

Scott Lambert

Richard Massey, Soho House

Patrick Saich, Head of Client Advisory, EMEA, Christie's

Muzaffar Shah, Managing Director, Grand Passion Pianos and Partner, Keystone Law

Harsch Sood, Photo London Young Collectors Circle

Robert Tateossian, Founder, Tateossian Limited

