

— THE — OCTOBER CLUB

2024



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The October Club's charity partner of 2024 is Back Up, a spinal cord injury charity.

For almost 40 years, Back Up has helped people and their families to rebuild their lives after a devastating spinal cord injury. Its award-winning, practical services are designed and delivered by people affected by spinal cord injury. They challenge the perceptions of what is possible and increase injured individuals' skills and confidence.

The charity was founded in 1986 by James Bond stuntman, Mike Nemesvary, a world champion freestyle skier who broke his neck during a routine training session on a trampoline aged just 24. Mike wanted a world where people with spinal cord injury can reach their full potential.

Back Up supports adults and children affected by spinal cord injury with a range of services, from wheelchair skills training, activity courses, mentoring and support in getting back to school or work, to helping the families of those injured. Last year the charity supported 2,182 people with their life-changing services.

NHS figures released this month show that, last year, 4,400 people in the UK were injured or diagnosed with spinal cord injury – not 2,500 as previously thought. This means that someone sustains a spinal cord injury once every two hours. This partnership comes at a vital time, as almost four out of five people sustaining such an injury will not get to specialist NHS centres.

The Back Up / October Club partnership will facilitate the national roll out of bespoke support packages to injured people, following Back Up's successful three-year pilot with the NHS. As an essential component of this transformational project, Back Up will extend its specialist programme from NHS specialist centres to all 33 of the UK's major trauma centres.

Abigail Lock, CEO of Back Up Trust said: *“Back Up's partnership with the October Club comes at a critical time. We want to be there for everyone affected by spinal cord injury, but almost 4 out of 5 people sustaining spinal cord injury do not get to specialist NHS centres. The October Club's support will be an absolute game changer, enabling us to scale our services to reach many more people that need our support.”*

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ADVERTISEMENT INFORMATION

Wednesday 16th October 2024, The Savoy, London

If you would like to advertise in this year's The October Club Dinner Programme, please email taina@theoctoberclub.co.uk specifying your preferred option from below:

Back cover full colour @ £5,000 image area 277mm x 190mm

Inside front cover full colour @ £2,500 image area 277mm x 190mm

Inside back cover full colour @ £2,500 image area 277mm x 190mm

Full colour A4 portrait full page @ £1,500 image area 277mm x 190mm

Full colour A4 landscape half page @ £1,000 image area 136mm x 190mm

Full colour logo only – 1/8 A4 page @ £500 image area 65mm x 92mm

An invoice with payment instructions will then follow. Please note the spec requirements and where to send your advert:

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: digital.services@paragon-cc.co.uk

Username: FTPGuest

cc: david.willison@paragon-cc.co.uk

Password: guest1

cc: taina@theoctoberclub.co.uk

Any files over 20mb should be sent via FTP. Any problems, please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 20th SEPTEMBER 2024