

Come to Lyon,  
on 15<sup>th</sup> March 2024  
to celebrate  
the



## Anniversary of the Serge Betsen Academy!

Charity dinner at the Grand Réfectoire, 3 Cour Saint Henri, Grand Hôtel-Dieu, 69002 Lyon, France  
Price: £172 / head - Tables & Sponsorship Packs to discover!  
100% of proceeds will go to the SBA.  
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## Come celebrate the 20<sup>th</sup> anniversary of the Serge Betsen Academy!

The [Serge Betsen Academy](#) (SBA) will celebrate its 20th anniversary with a **dinner at the Grand Réfectoire of the Grand Hôtel Dieu in Lyon**. This event will be the opportunity to take stock of the last 20 years, and to introduce and finance new projects intended to improve the future of our young people in Cameroon and Mali. All proceeds will go to the Serge Betsen Academy.

For the last 20 years, the Serge Betsen Academy has supported more than 9000 underprivileged children in Cameroon and Mali using rugby as a vector of social integration. This charity, created by Serge Betsen, former France national rugby union player, aims to provide access to school tutoring, healthcare, meals and rugby training to these underprivileged children. Thanks to the generosity of partners and donors, the SBA has created six centres over the past 20 years and has had a positive impact on the life of its young people through its various programmes.

Serge Betsen and the entire association would like to invite you to discover the dreams of our young people and to get involved.

### **20 years old is a golden age, a magnificent age where anything is possible!**

At 20, you were certainly studying and you may even have had your dream profession in mind! Our SBA children are just like you were a few years ago, they dream of becoming doctors, engineers, electricians, teachers, high-level athletes, fashion designers, midwives. Some are just 3 years old, others 10, others are 20! They have been with the SBA for 1 year, 10 years, 20 years. They all have dreams. The SBA team and the children are counting on your presence on March 15<sup>th</sup> to make them possible.

**Date:** Friday evening on March 15<sup>th</sup>, 2024, the day before the 6-Nations France-England game

**Venue:** Grand Réfectoire, Grand Hôtel-Dieu, 3 Cour Saint Henri Grand Hôtel-Dieu, 69002 Lyon, France

## The program will be as follows:

- Welcome cocktail,
- Seated dinner with rugby legends,
- Review of the last 20 years and presentation of the new projects of the Serge Betsen Academy,
- Auction, and
- Musical entertainment.

## Choose a table and enjoy a wonderful evening with your friends and customers, all for a charitable cause:

- Table for 8 people: £1,379\*,
- Table of 10 people: £1,723\*,
- Table for 12 people: £2,068\*.

## Support the event as a sponsor, enjoy dinner with a rugby legend and benefit from great visibility!

### We have defined the following 3 sponsorship formulas:

- **Gold Sponsor:** A donation of £8,616\*, and the following rewards:

- Table of 12 guests including a rugby legend
- Your company name integrated into the event name
- Visibility: presence of your logo on the various communication documents and mention of your support (website, social networks, communication documents during the event)
- Speech by your representative during the event
- Acknowledgments and thanks by Serge Betsen during the event
- Photos of your table with all the captions of the evening
- As a gift: a photo of the SBA children autographed by all the legends of the evening.

- **Silver Sponsor:** £5,170\*, and:

- Table of 10 guests including a rugby legend
- Visibility: presence of your logo on the various communication documents (website, social networks, communication documents during the event)
- Thanks by Serge Betsen during the event
- Photos of your table with all the captions of the evening.

- **Bronze Sponsor:** £2,585\*, and:

- Table of 8 guests including a rugby legend
- Visibility: Presence of your logo on the various communication documents (website, social networks, communication documents during the event)
- Thanks by Serge Betsen during the event.

If you have specific needs in terms of visibility or hospitality, or if you have specific services that you can bring to the evening, we can also devise a suitable sponsorship formula. Furthermore, if you have any donations, we would be very happy to benefit from these to organise an unforgettable auction!

\* In the United Kingdom, Gift Aid is a simple scheme that allows charities to recover the tax already paid on donations made in the last four years at no extra cost to you. By reclaiming tax from Her Majesty's Revenue & Customs (HMRC), Gift Aid is a great way for you to help the Serge Betsen Academy maximise the value of its donations. That means that every £1 you donate could be worth an extra 25 pence to us.

**Thank you for your support.**

**See you soon!**

The Serge Betsen Academy team



Photo SBA Mali, 2020 – © Nicolas Réméné

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