

While Cannes plays host to yacht parties and rosé-fuelled networking, we're celebrating in a different way, right here in London. *NOT Cannes* is all about marketing, humour, and inclusivity, wrapped up in a fantastic night of entertainment and giving back.

This year, we're hosting a **Drag Bingo Fundraiser** with all proceeds supporting **Brixton Finishing School**, a fantastic organisation that provides access and opportunities for underrepresented talent to break into the creative, marketing, and advertising industries.

We are inviting our clients and partners to get involved by donating prizes for the bingo, which participants will have the chance to win on the night. Entry to play will be **£5 per card**, with all proceeds going directly to Brixton Finishing School.

How You Can Participate

1. Donate a Prize

We're looking for exciting, desirable prizes that will help us raise as much money as possible. The prizes you donate will be won by participants during the bingo rounds, making the game even more exciting and encouraging donations. Some great examples of what you could contribute include:

- **Exclusive products, Hampers, Vouchers, Memberships etc.**

For every donation you get 5 bingo cards for you and your team... or just you.

To donate a prize, please confirm with your Incubeta contact or **Maria Georgieva** (head of marketing)

2. Sponsor your bingo team

You can buy a bingo card bundle for you and your team to join the fun together.

Pack of **5 cards** £20 | Pack of **10 cards** £35 | Pack of **20 cards** £60

[Purchase your bingo card pack here.](#)

3. Attend and Support the Event

Come along, network, and enjoy the fun! Your presence will make a difference, and you'll get to network with your peers and witness first-hand the impact we're making together. You can still participate in the bingo by making a donation of your choice.

Why Get Involved?

The Benefits to You:

- **Brand Visibility:** Align your business with a high-profile, purpose-driven event that will generate buzz in the industry.
- **Networking:** Meet industry peers in a relaxed, fun setting.
- **Goodwill & CSR:** Support a cause that genuinely makes a difference in fostering diverse, fresh talent in the creative sector.

The Benefits to the Charity:

Brixton Finishing School provides free, industry-led training and real-world opportunities to young people from underrepresented backgrounds. The funds raised from *Not Cannes* will directly contribute to:

- Delivering education programmes that equip young talent with industry-ready skills.
- Offering mentorship and career pathways into advertising, marketing, and creative industries.
- Championing diversity and inclusion in a sector that desperately needs fresh, representative voices.

Key Dates & Next Steps

- **Event Date:** 18th June, 2025
- **Venue:** the Huxton bar, Paddington
- **Prize Donation Deadline:** 19th May 2025
- **Bingo Entry:** £5 per card, with all proceeds going to Brixton Finishing School

We look forward to celebrating with you in style—rain or shine!

