



EVENT SPONSORSHIP PACKAGES



What is Blackpool Colour Run?

If you are looking for a fun way for your team to support Trinity Hospice and want to see your brand seen at a huge public event...? Our beach based Blackpool Colour Run event may be just what you need!

Starting from Starr Gate Beach, the course will head south for 1.5km to towards St Annes, before turning and heading back along the same stretch of beach. After an explosively colourful send-off at the Start line, five coloured paint stations will be based along the course, ending with a rainbow-tastic, multi coloured Finish line!

The Blackpool Colour Run has a maximum capacity of 2,000 participants, with an expected 300 spectators.



Platinum Package

Start/ finish line sponsor

- Choose from either **BLUE, PURPLE, ORANGE, PINK, YELLOW** or **GREEN** (subject to availability) for the start line paint station
- Rainbow finish line
- Space to display promotional banners at start and finish line
- Eight team members to be the Colour Splash Squad paint throwers at the Start Line, with official Colour Splash Squad t-shirts
- Participant places for ten team members
- Your business logo included in general pre and post communication on Trinity Hospice's website
- Dedicated Twitter and Facebook posts, referring to your business (logo and team photos)
- Your business logo included in the participant pack, sent out prior to the event (if corporate sponsorship agreement reached prior to mail out)
- Your business logo with link to your website included on Trinity website

£1,500 inclusive of VAT



Gold Package

Paint station sponsor

- Choose from either **BLUE, PINK, YELLOW, PURPLE, ORANGE** or **GREEN** (subject to availability)
- Participant places for 10 team members
- Space to display promotional banners at paint station
- Eight team members to be the Colour Splash Squad paint throwers, with official Colour Splash Squad t-shirts
- Dedicated Twitter and Facebook posts, referring to and thanking your business.
- Your business logo included in the participant pack, sent out prior to the event (if corporate sponsorship agreement reached prior to mail out)
- Your business logo with link to your website included on Trinity website

£750 inclusive of VAT



Silver Package

Event sponsor

- Two participant places
- Dedicated Twitter and Facebook post, referring to and thanking your business
- Your business logo included on Trinity Hospice & Brian House Children's Hospice website with direct link to your business

£200 inclusive of VAT



Why work with Trinity Hospice?

For over 30 years we have provided excellence in specialist palliative care and have a huge impact in the community. Open 24 hours a day, every day of the year, we are proud of our modern facilities and of our high standards. But we are much more than a set of buildings – our nursing teams work at the hospital and out in the community, day and night, covering every part of the Fylde Coast. Our services are provided free of charge to the families that we support however the majority of our funding comes from the generosity of the public and local businesses.

By supporting Blackpool Colour Run we can offer you the opportunity for a value-for-money advertising opportunity for your business. This allows you to raise the profile of your brand whilst demonstrating your support and commitment to your local Hospice and the people it cares for in your community.

Sponsorship can help your organisation:

- Improve brand perception
- Raise awareness on a local level
- Reach a specific target audience
- Extend your market share
- Help you meet your corporate social responsibility objectives

Thank you for considering our proposal, for informal discussions or to request further information please contact our Corporate Fundraiser Janet in the fundraising team on 01253 359387 or email janet.atkins@trinityhospice.co.uk

