



# **EVENT SPONSORSHIP PACKAGES**



# What is Blackpool Night Run?

**If you are looking for a fun way for your team to support Brian House Children's Hospice and want to see your brand seen at a huge public event? The Fylde Coast's biggest fun run the Blackpool Night Run may be just what you need!**

Starting outside Blackpool Tower participants will run or jog under the famous Blackpool illuminations along the 7.5km route on a traffic-free Promenade. It's the perfect chance to have a sneak-peak of the illuminations 2 days before the official switch-on! In 2019 the Blackpool Night Run reached maximum capacity with 6,000 runners signing up to support Brian House Children's Hospice. Due to popular demand we are expecting places for the 2020 Blackpool Night Run to sell out very quickly!

The Blackpool Night Run is a free to enter event with a capacity of 6,000 participants, and an expected 1000 spectators.





# Platinum Package

## Headline Sponsor

- Two sponsorship opportunities available
- Your logo included on all participants numbers (6,000 runners expected)
- Ten participant places, choice of your preferred participant numbers. (Subject to availability)
- Your business logo included in general pre and post communication on Trinity Hospice's website with link to your company website
- Dedicated Twitter and Facebook post, referring to your business (logo)
- Your business logo included in entry form leaflets, promotional banners and participant pack, sent out prior to the event (if corporate sponsorship agreement reached prior to mail out)
- Photo and PR opportunities on the day
- Space for branded banners at start line
- Opportunity to hand out promotional literature at the event
- Company logo and thank you message displayed of LED screen at event

**£5,000 inclusive of VAT**



# Gold Package

## Gold Event Sponsor

- Five participant places, choice of your preferred participant numbers. (Subject to availability)
- 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).
- Opportunity to hand out promotional literature at the event
- Company logo and thank you message displayed of LED screen at event

**£750 inclusive of VAT**





# Silver Package

## Silver Event sponsor

- Two participant places, choice of your preferred participant numbers. (Subject to availability)
- 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.
- Company logo and thank you message displayed of LED screen at event

**£250 inclusive of VAT**





# Why work with Brian House Children's Hospice?

Since opening in 1996 Brian House has cared for many local children and families. Brian House meets complex needs, providing support for the family and care for children who will not be cured of their illness. Our respite care, which we provide at regular intervals, gives families the opportunity to experience times of relief and normality. 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 Night 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](mailto:janet.atkins@trinityhospice.co.uk)**

