

Santa Dash

EVENT

SPONSORSHIP

PACKAGES



What is Blackpool Santa Dash?

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...? Our Blackpool Santa Dash event may be just what you need!

Kick start the festive season at the Blackpool Santa Dash! Participants will run, jog or walk the route (approx. 3km) from the Sandcastle Waterpark to the Manchester Pub and back dressed as Santa to help raise funds for Brian House Children's Hospice. It's the perfect way to get into the Christmas spirit and a fun event for all the family to enjoy, including the dog!

The Blackpool Santa Dash has a maximum capacity of 2,500 participants, with an expected 500 spectators.



Platinum Package

Headline Sponsor

- Only one sponsorship opportunity available
- Your logo included on all participants numbers (2,000 runners expected)
- Ten participant places
- 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
- Thank you 'shout-outs' from host on the day

£6,000 inclusive of VAT



Gold Package

Gold Event Sponsor

- Five participant places
- 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
- Thank you 'shout-outs' from host on the day

£500 inclusive of VAT



Silver Package

Silver 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.
- Thank you 'shout-outs' from host on the day

£200 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 Santa Dash 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

