



# **EVENT SPONSORSHIP PACKAGES**



# What is Neon Memory Walk?

**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...? The Neon Memory Walk event may be just what you need!**

The Neon Memory Walk is the brightest sponsored walk along Blackpool Promenade. Hundreds of walkers will join together for this special night to celebrate the life of a loved one. The evening begins with a variety of entertainment on the Blackpool Tower Festival Headland, under the bright lights of Blackpool Tower. Participants then choose from two fully marshalled routes of either 5 or 8 miles both starting and finishing at the Tower Festival Headland.

The Neon Memory Walk has a maximum capacity of 1,200 participants, with an expected 100 spectators.





# Platinum Package

## Headline Sponsor

- Only one sponsorship opportunity available
- Your logo included on all participants numbers
- 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
- Company logo and thank you message displayed of LED screen at event

**£4,000 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
- Company logo and thank you message displayed of LED screen at event

**£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.
- Company logo and thank you message displayed of LED screen at event

**£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 Neon Memory Walk 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)**

