



## Sponsorship proposal

2021 Stansted 10k Fun  
Run & Walk  
Plus 1mile race for all ages  
and abilities

Sunday 19<sup>th</sup> September 2021  
Bentfield Green, Stansted

In aid of local charities

# About the event

- The annual Stansted 10k Fun Run and Walk started over 30 years ago with the aim of supporting local charities, whilst providing the community with a fun day. The highly organised event starts at Bentfield Green and covers a measured route over country and road.
- The recent addition of the 1mile race prior to the 10k, offers runners of all ages and abilities the chance to take part.
- Activities on the green and at the neighbouring Rose and Crown pub ensure large crowds, who come early and stay long after the race has finished. A selection of activities, including stalls, food and drink outlets, live music, sports massage, a bouncy castle, face painting, raffle, etc. create a fun and welcoming environment.
- In 2019 the event saw over 400 participants, plus several hundred spectators and supporters. With our focused marketing plan, we are confident of attracting higher numbers in 2021. Sponsors can be assured that their signage will be clearly visible for the whole day.

# Marketing and promotion

- This event will be marketed in a variety of ways to ensure maximum publicity and will include the following:
- Printed flyers and posters to be distributed across the village and surrounding areas
- Large format printed roadside banners
- Facebook campaigns
- Email campaigns to local schools and running clubs
- Inclusion in running diary listings
- Articles in the local newspapers
- Articles/adverts in the local magazine – The Link
- Email campaigns to our charities' supporter databases
- Promotion via our charities' websites
- Articles in our charities' newsletters

# Sponsorship opportunities

There are various sponsorship opportunities surrounding the event, suitable to all budgets.

- Main event sponsor
- Gantry sponsor
- Chip & Pin timing sponsor
- Drinks sponsor
- Medals sponsor
- Prizes sponsor
- Insurance sponsor
- First Aid sponsor
- Portable Toilet sponsor
- General sponsor

# Platinum Plus / Main Event Sponsor

## £1,000

As our Main Sponsor you will be promoted throughout as the key event sponsor. Your logo will appear larger than any other sponsors on all marketing and your name will appear first in all articles. Benefits include:

- Largest logo on flyers and poster
- Largest logo on event banners
- Largest logo on the Stansted 10k website
- Promoted via our Facebook campaigns
- Option to display your logo on a large display board at the event (alternatively we can display at A3 size)
  
- *Premium benefits only available to our key sponsor:*
- Promoted through email campaigns
- Mentioned in local press articles
- Promoted via charity newsletters
- Promoted in local magazine The Link
- Announcements throughout the event

# Platinum / Race Sponsor - £800

As our Race Sponsor you will be promoted throughout as a key event sponsor. Your logo will appear on all marketing and your name will appear in all articles. Benefits include:

- Logo on flyers and poster
- Logo on event banners
- Logo on the Stansted 10k website
- Promoted via our Facebook campaigns
- Option to display your logo on a large display board at the event (alternatively we can display at A3 size)
  
- *Premium benefits only available to our race sponsor:*
- Promoted through email campaigns
- Mentioned in local press articles
- Promoted via charity newsletters
- Promoted in local magazine The Link

## Gold Sponsors - £600

Your logo will appear on all marketing and your name will appear in any copy regarding the event.

Benefits include:

- Second tier size logo on flyers and poster. Second tier size logo on event banners
- Second tier size logo on the Stansted 10k website
- At least one mention on Facebook campaign
- Option to display your logo on a large display board at the event (alternatively we can display at A3 size)

## Silver Sponsors - £400

Benefits that you will be entitled to include:

- Third tier size logo on flyers and poster
- Third tier size logo on event banners
- Third tier size logo on the Stansted 10k website
- Logo displayed at A4 size at the event

## Bronze Sponsors - £200

Benefits that you will be entitled to include:

- Third tier size logo on flyers and poster
- Third tier size logo on event banners
- Third tier size logo on the Stansted 10k website

# General sponsor

- We are grateful for sponsorship of any amount
- Businesses that make a donation will have their logo displayed on the website
- Individuals who make a donation will be mentioned by name on the website (unless anonymity is requested)
- Donation to our raffle are gratefully accepted and will be acknowledged on our website

# Our charities

## Huw Johnson Club

The Huw Johnson Club is a social group for adults with learning disabilities. They meet every Thursday evening in St John's Hall, Stansted from 7 - 8.45 pm. A wide range of activities are held - from bowling and craft nights, to discos, pub trips and special guest evenings - appropriate for those with a range of abilities.

## Grove Cottage, the home of Bishop's Stortford Mencap

Grove Cottage provides social and educational activities for people of all ages with learning disabilities. They help people develop their potential and avoid social isolation by supporting lifelong friendships. They also provide support and respite for their families.

## St Claires Hospice

St Clare Hospice is a local charity and each year they care for hundreds of people across West Essex and the East Hertfordshire border. They provide free, compassionate care and support to adults with life-limiting illnesses, their families and carers

## Dementia units of Kitwood Ward at St Margaret's Hospital Epping.

The Committee have agreed to sponsor a "Silver Song Music Box" with a stand, speakers and trolley at an approximate cost of £1,500 for the Dementia units of Kitwood Ward at St Margaret's Hospital Epping. Recent studies have shown that Dementia patients and their carers respond to singing and a nation wide "Singing For Life" Campaign has been established by the Alzheimer's Society. This specialist equipment will allow this to take place in the Ward and in the wider Community.

# What to do next...

- If you are interested in sponsoring this event please contact us on the details below.
- If you are interested in being involved with this event but this proposal does not quite meet your needs, please still get in touch as we would love to hear from you. Any support of the event such as volunteering on the day is gratefully received.

## Contacts:

- Alan Fitzpatrick - [alanfitz@kelly.co.uk](mailto:alanfitz@kelly.co.uk)
- Jim Collins – [jim@grenville.uk.com](mailto:jim@grenville.uk.com)
- John Loughlin – [john@grenville.uk.com](mailto:john@grenville.uk.com)

***Thank you for your support***