

# Be part of Frankie's Festive Fun Run at Fairlop Waters this Christmas!

Saint Francis Hospice will be hosting a brand new festive family fun run at the picturesque Fairlop Waters in Redbridge and we are offering some fantastic opportunities for companies to be involved.

## What is the Festive Fun Run?

Over 1,000 local people will take to the route dressed in their festive costumes around our 5km course, taking in the natural beauty of one of the best green spaces in the area.

## Why support our Festive Fun Run?

- Fantastic PR and marketing opportunities for your business, benefitting from the event's marketing campaign across different channels
- Showcase your support for a well-known and recognisable charity caring for your customers, staff and community
- Benefit from team building opportunities for your staff



## Gold – Headline Sponsorship - £5,000

- Free places for your staff to take part in the event
- Marketing benefits including logo inclusion on
  - Approximately 100,000 leaflets distributed to warm supporters and across our catchment area
  - Paid for digital advertising
  - Social media mentions across each channel, reaching over 10,000 accounts
  - OOH advertising
- A 50-word blurb about your company and logo included as part of our direct mail campaign to previous event attendees
- Mention as headline sponsor on all radio adverts, to go out across Time FM and Phoenix FM
- Promotional banners/flags displayed at the event
- Press release to promote the partnership

## Silver - Kilometre sponsor - £1,000

- Free places for your staff to take part in the event
- Marketing benefits including logo inclusion on
  - Approximately 100,000 leaflets distributed to warm supporters and across our catchment area
  - Social media mentions across each channel, reaching over 10,000 accounts
- Promotional banners/flags displayed at your designated KM

## Bronze - £500

- Logo included on our event website
- Social media mentions across each channel, reaching over 10,000 accounts

To find out more about this opportunity, or to register your interest in the event, get in touch with Tom Murtagh, Corporate Partnerships Manager on 01708 753319 ext. 2270 or at [tommurtagh@sfh.org.uk](mailto:tommurtagh@sfh.org.uk).

