



care for kids
BARNSTAPLE
10K

July 5th2020

Sponsorship Proposal



....caring for a child close to you

Contents

| | |
|--|----|
| The Event | 2 |
| Our Vision..... | 4 |
| Banners, Leaflets and Posters..... | 5 |
| Press coverage | 6 |
| Headline Sponsor | 7 |
| Primary Sponsor..... | 9 |
| Associate Partner | 11 |
| Route of the Care for Kids Barnstaple 10K..... | 12 |



Care for Kids Barnstaple 10K 5th July 2020

Sponsorship Proposal

The Event

Following the great success of the 'Care for Kids Barnstaple 10K' launch in 2017, we are now seeking sponsorship for 'Care for Kids Barnstaple 10K 2020', our 4th year.

The hosting venue for the event itself is at Park School. This location forms the hub for the event, with trade stands, entertainment and refreshments located on site. The race itself starts and finishes on the sports field. The race course is predominantly off road; utilising the Tarka Trail and public footpaths. Runners will proceed from the school, meandering through the historic Rock Park and along Taw Vale and the Strand via the Tarka Trail. Continuing along the trail runners will then scale the Taw Bridge, this is the steepest point of the course, and return to the town square to follow the river back into Rock Park finishing, once again, at Park School.



The course is largely flat, making it an excellent race for beginners; whilst providing an opportunity for more experienced runners to obtain a 10K personal best.

The high level of interest for this 10k run has grown each year since the 2017 launch. Having sold out 400 places last year we are now putting on 50 extra places for this years event. The 10K race is now an annual fixture for runners, spectators, volunteers and sponsors alike.



Runners at Park School from CFK Barnstaple 10K, 2018



Our Vision

The key aims of the Care for Kids Barnstaple 10K are:

- To deliver an annual event for runners of all abilities
- To raise the profile and awareness of the charity
- To promote our work supporting families with children diagnosed with life threatening illness in the communities across North Devon.

Our vision is to build on the successes of previous years and to reach out to communities across North Devon, raising awareness and encouraging them to support Care for Kids North Devon.

From our experiences of previous years, we aim to maintain the high standards set and learn and improve on all aspects to enhance the overall race day experience.



Start of the CFK Barnstaple 10K, 2017

Banners, Leaflets and Posters

Banners and posters will be located and displayed across North Devon to promote the event; the locations are yet to be confirmed. We will be looking to display materials at supermarkets, retail parks and other public areas or on sponsor property. Our headline sponsor will feature on all banners. Leaflets and posters for the event will be distributed to running clubs and other sports clubs as well as approaching relevant retailers.



Care for Kids Barnstaple 10k sponsored by Brewer Harding & Rowe Solicitors



Brewer Harding & Rowe
solicitors

care for kids
BARNSTAPLE
10K

By taking part in this run you are helping to support Care for Kids North Devon.
A local charity helping families who have children with life threatening illnesses
and supporting enhancement work on the Caroline Thorpe Children's ward NDDH

7/7/2019
Park School Sports field

Online entry
10.00 am start

@careforkidsND
www.careforkidsnorthdevon.org.uk
Charity Registration No: 1126399

Sponsors: Mole Valley Farmers, TT Electronics, Samuel DAW & Co, Linden, Giff Giff

Poster artwork from the Care for Kids Barnstaple 10K, 2019

Press coverage

Adverts will be placed on social media and aired on The Voice North Devon, who are supporters of the charity.



Headline Sponsor

£1000

Unavailable (**sponsorship already taken**)

As the headline sponsor you will receive exclusive exposure on the banner and radio adverts. All literature will read "*Care for Kids Barnstaple 10K sponsored by headline sponsor*". All marketing material will be arranged by Care for Kids North Devon, to include your company name or logo.

Pre-Event

- Local media coverage in the North Devon Journal, North Devon Gazette and on The Voice North Devon Radio station
- Logo or company exclusively name on banners
- Logo and/or company name on leaflets
- Logo and/or company name on posters
- Paragraph of literature representing your brand on the Care for Kids North Devon website with a web link to your business
- Company name to be mentioned in advertising and on social media platforms.



During the Event

- Special mention for your company during the event by commentator
- Brand equipment at the finish e.g. company flag
- Logo or company name on t-shirts in a large print
- Presentation of awards to winners of the run
- Presence at the venue to promote your company (gazebo/stands to be supplied by yourselves).



Presentation from CFKS Barnstaple 10K, 2019



Primary Sponsor

£500

4 available

All marketing material will be arranged by Care for Kids North Devon, to include your company name or logo.

Pre-Event

- Local media coverage in the North Devon Journal and North Devon Gazette
- Logo and/or company name on leaflets
- Logo and/or company name on posters
- Paragraph of literature representing your brand on the Care for Kids North Devon website with a web link to your business
- Company name to be mentioned in advertising and on social media platforms.



During the Event

- Commentator to mention your company during the event
- Logo or company name on t-shirts in a medium print
- Presence at the finish to promote your company (gazebo/stands to be supplied by yourselves).



BRUSHWOOD DESIGN LTD ARTWORK F
We have no control over how

T-shirts given to runners, from CFK Barnstaple 10K



Associate Partner

£250

4 available

All marketing material will be arranged by Care for Kids North Devon, to include your company name or logo.

Pre-Event

- Logo and/or company name on leaflets
- Logo and/or company name on posters
- Paragraph of literature representing your brand on the Care for Kids North Devon website
- Company name to be mentioned in advertising on online and social media platforms.

During the Event

- Welcome to come and handout company promotional materials.



Route of the Care for Kids Barnstaple 10K

Section 1 of the course



Section 1 of CFK Barnstaple 10K



Key for Map of the Course

- Start and Finish
- Leaving School
- Returning to School
- Outbound Direction
- Inbound Direction

Section 2 of the course



Section 2 of CFK Barnstaple 10K



We hope you can sponsor the Care for Kids Barnstaple 10K

Sponsoring the Care for Kids Barnstaple 10K is a unique business opportunity, to support a North Devon charity that supports local families in your community. It is a fantastic chance to engage with hundreds of people and obtain significant marketing exposure whilst supporting your local community, all in aid of Care for Kids North Devon. It would be great if you could be a part of Care for Kids Barnstaple 10K 2020.





Contact us:

Email: admin@careforkidsnorthdevon.org.uk

Mobile: 07842 303883

Website: www.careforkidsnorthdevon.org.uk



....caring for a child close to you