



SPONSORSHIP PROPOSAL
BARNSTAPLE 10K
7 JULY 2024

Become a corporate sponsor



Each year, through the generous support of local businesses, we are able to host the ever-popular Care for Kids North Devon Barnstaple 10K.

Now in its eighth year, the event is attended by up to 400 runners and their families, and raises between £8,000 and £10,000 for our charity.

Care for Kids North Devon provides instant financial assistance to local families who have a child diagnosed with a life threatening illness or condition. We also carry out improvement projects at the Caroline Thorpe children's ward at North Devon District Hospital. Our charity relies entirely on fundraising, sponsorship and grants to make this happen.

You can help by becoming a corporate sponsor of the Barnstaple 10K.



About the event

This year the race will start and finish at Barnstaple Rugby Club. This location forms the hub of the event, with trade stands, entertainment and refreshments located onsite. The race course is predominantly off road around the town, using the Tarka Trail and public footpaths. It's a largely flat course, making it an excellent event for beginners or more experienced runners trying to achieve a personal best.



Our vision

- To deliver an annual event for runners of all abilities
- To raise the profile and awareness of our charity
- To build on the success of our previous race events and reach out to communities across North Devon
- To maintain high standards and deliver an exceptional race day experience for all runners, supporters, volunteers and sponsors.

Sponsorship packages

There are three options available to sponsors, offering a variety of opportunities to showcase your role as a charity partner and helping to raise the visibility of your company.

Headline sponsor (x1)

£1,200

- Exclusive use of logo on all banners
- Company name in description of event (Care for Kids Barnstaple 10k sponsored by ***)
- Logo and/or company name on all posters and other promotional material
- Web link and company description on Care for Kids website
- Company name mentioned in advertising on social media platforms
- Mention of your company name in a minimum of two press releases issued to local media
- Logo/company name in large print on race shirts
- Presence at the event to promote your company (gazebo/stand/banners etc)
- Special mention to your company at event by commentator
- Branded flags/banners at finish line
- Presentation of awards to winners of the run.

Primary sponsors

£600

- Logo and/or company name on all posters and other promotional material
- Web link and company description on Care for Kids website
- Company name mentioned in advertising on social media platforms
- Mention of your company name in a minimum of two press releases issued to local media
- Logo/company name in medium print on race shirts
- Presence at the event to promote your company (gazebo/stand/banners etc)
- Commentator to mention your company during event.

Associate sponsors

£300

- Logo and/or company name on all posters and other promotional material
- Web link and company description on Care for Kids website
- Company name mentioned in advertising on social media platforms
- Welcome at the event to distribute company promotional materials.

Here's what some of our previous sponsors have to say:

"We are proud to support Care for Kids and have done since the charity first began. We have seen the money raised go to some extremely good causes including the opening of the refurbished rooms for children and a lovely visiting room for parents visiting, both on the Caroline Thorpe Ward of our local hospital and the help that they have been able to offer to local families with very poorly children. We have built up a good relationship with all of the team and enjoy attending the events that help to raise money to further their support. Care for kids is an exceptional charity and we are proud to support them."

Brewer, Harding & Rowe

"We are absolutely delighted to support smaller charities, especially Care for Kids North Devon. They do so much to help families in the area, at times when they need it most. As a local business, we feel privileged to provide sponsorship to such a worthy cause where we know what ever we do goes directly to the charity which in turn has a huge positive impact on our community. The 10k itself is well supported and looked forward to so much by everyone that takes part and is a great way to promote Care for Kids and the fabulous work they do."

Advanced Pallet Systems Limited



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