

RUN LEICESTER FESTIVAL

SUNDAY 13TH OCTOBER 2024

The Run Leicester Festival is an entirely not-for-profit event with all proceeds donated to LOROS Hospice. Runners travel from all over the country to take part with some 4,000 runners - and a further 6,000 spectators expected to be in attendance in 2024.

There are some fantastic sponsorship opportunities available at all levels for both local and national businesses. Please do get in touch if you're interested as we are looking to partner with businesses just like yours.



4,000
RUNNERS
FROM ALL
OVER THE
UK



Sponsorship packages



Exclusive headline sponsor with naming rights

Receive all of the benefits of our Run Leicester Festival headline sponsorship package below, plus for the duration of the partnership we will re-name the entire event after your business in all communications, e.g. The [your business name] Run Leicester Festival. You will also be recognised as the headline sponsor for all of the associated Run Leicester Festival events, including the Half Marathon, 10K and kids races.

£30,000



Headline sponsor - Run Leicester Festival / Half Marathon

- Headline package for the Run Leicester Festival includes sponsorship of our flagship Half Marathon race.
- Your business logo added to the Run Leicester website and registration platform
- Your business logo added to all Run Leicester Festival artwork, including the logo lock-up and social channels
- Your support acknowledged in regular promotional emails to our database with over 26,000 runners
- Social media post surrounding your support
- Up to 20 complementary places in the Half Marathon or 10K races for your staff
- Your logo added to the outer envelope of 4,000 race packs posted to runners
- Opportunity for a leaflet inserted in 4,000 race packs posted to runners
- Outdoor banners on display at the start/finish gantry
- Outdoor banners on display along the start / finish funnel
- Opportunity to speak before race start, and officially start the race (alongside 10k race sponsor)
- Opportunity for your team to brand up an official [your business] 'cheer point'
- Your business logo added to race numbers for all Half Marathon runners (circa 3,000 runners)
- Your business logo added to the medal ribbon for all Half Marathon finishers (circa 3,000 runners)
- Your business logo added to the Run Leicester Festival 2024 souvenir t-shirt with priority position (500 runners)
- Your business logo included as part of a branded photo opportunity board at the event
- Opportunity to present the Half Marathon winners' prizes on-stage post event

£20,000 in any post-event press release

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10K Race Sponsor

- Your business logo added to the Run Leicester website
- Your business logo added to the Run Leicester registration platform
- Your business logo added to all Run Leicester 10k artwork
- Your support acknowledged in regular promotional emails to our database with over 26,000 runners
- Social media post surrounding your support
- Up to 10 complementary places in the Half Marathon or 10K races for your staff
- Your logo added to the outer envelope of 4,000 race packs posted to runners
- Opportunity for a leaflet inserted in 4,000 race packs posted to runners
- Outdoor banners on display along the start / finish funnel
- Officially start the race (alongside Half Marathon race sponsor)
- Opportunity for your team to brand up an official [your business] 'cheer point'
- Your business logo added to race numbers for all 10K runners (circa 1,000 runners)
- Your business logo added to the medal ribbon for all 10K finishers (circa 1,000 runners)
- Your business logo included as part of a branded photo opportunity board at the event
- Opportunity to present the Half Marathon winners' prizes on-stage post event

£10,000

- Acknowledged in any post-event press release



Kids Race Sponsor

- Your business logo added to the Run Leicester website
- Your business logo added to the Run Leicester registration platform
- Your business logo added to any future Run Leicester Festival kids race artwork
- Your support acknowledged in regular promotional emails to our database with over 26,000 runners
- Social media post surrounding your support
- Up to 10 complementary places in the Half Marathon or 10K races for your staff
- Your logo added to the outer envelope of 4,000 race packs posted to runners
- Opportunity for a leaflet inserted in 4,000 race packs posted to runners
- Outdoor banners on display at the start / finish
- Officially open / start the kids race
- Opportunity for your team to volunteer along the kids race route with branded t-shirts
- Your business logo added to race numbers for all kids race runners (est. 500 runners)
- Your business logo added to the medal / souvenir for all kids race runners (est. 500 runners)
- Your business logo included as part of a branded photo opportunity board at the event
- Acknowledged in any post-event press release

£7,500



T-shirt Sponsor

- Your business logo added as a partner on the Run Leicester website
- Your business logo added below the headline sponsor as one of three t-shirt sponsors on the rear of the 2024 Run Leicester Festival souvenir t-shirt (circa 1,500 t-shirts)
- Up to 10 complementary places in the Half Marathon or 10K races for your staff
- Opportunity to host a stall in the race arena

£2,000



Medal Sponsor

- Your business logo added as a partner on the Run Leicester website
- Your business logo added to the ribbon of the Run Leicester Half Marathon & 10K medals alongside the headline sponsor and one other. (circa 4,000 medals total)
- Up to 10 complementary places in the Half Marathon or 10K races for your staff
- Opportunity to host a stall in the race arena

£2,000

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Race Pack Sponsor

- Acknowledged as a partner of the Run Leicester website
- 1 x A5 leaflet insert into race packs posted to circa 4,000 runners
- Up to 5 complementary places in the Half Marathon or 10K races for your staff

£1,000



Branded Cheer Point

- Acknowledged as a partner of the Run Leicester website
- Brand up a section along the route with your own company branded banners (location tbd)
- Staff can attend and cheer runners on in branded clothing
- Product / brand placement with giveaways on route to spectators (and runners if appropriate)
- Three complementary places in the Half Marathon or 10K races for your staff

£500



Corporate Team Entries

- Acknowledged as a partner of the Run Leicester website
- Up to 10 complementary places in the Half Marathon or 10K races for you to offer free to your staff

£500



Race Arena Stall

- Host a 3 x 3m stall in the race arena; showcasing your business with your own branded gazebo or staff in branded clothing
- Two complementary places in the Half Marathon or 10K races for your staff
- Pay up-front or donate 20% of takings to LOROS Hospice.

£300

Gift in Kind Opportunities

It's not all about the money, donate products or prizes that put your brand out there whilst also reducing the cost of the event for LOROS.

Finish Line Food & Drink

Put your brand directly in front of 4,000 finishers by providing food or drink items as they cross the finish line. Please get in touch for more details on the types of product that would be beneficial.

Discounts & Deals

Provide a discount or deal for runners and spectators attending the event that can be packaged up to encourage runners to visit more of Leicester and spend more money in the city as part of their participation.

Entertainment Acts

Are you part of a band, music or dance group? Become a part of the incredible race atmosphere on the day by performing along the route of the Half Marathon & 10k entertaining both runners and spectators alike.

Winners' gifts & spot prizes

Donate interesting, high-value gifts that would appeal to runners, either as prizes for our race winners, or as a surprise spot prize for runners that cross the finish line in random positions throughout the day.

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Volunteering Opportunities

Volunteering offers a great way to engage your staff and build team rapport whilst supporting a local cause - and you are free to wear company branded clothing to promote your business at the same time.

Resident Letter Distribution

We need your help to distribute thousands of residents in the lead up to the event, advising them of upcoming road closures in their area.

Dates: September - early October

Team size: 5+

Set-up on the day before

One for an active team with lots of energy to spare as we set-up the race arena ready for race day; in particular barriering the course in and around the park.

Dates: Saturday 12th October 2024, 10am-12pm

Team size: 5+

Marshalling the course

The event simply would not go ahead without the help of hundreds of marshals directing the runners and keeping everyone safe all around the route.

Dates: Sunday 13th October 2024

Team size: Any

Helping in the race arena

Whether it's running our bag drop service, helping cars get parked, or handing out water and medals on the finish line it's all hands on deck at the race arena.

Dates: Sunday 13th October 2024, 7:30am-1pm

Team size: Any

Match-funded volunteering

Show your employees your commitment to supporting a local charity like LOROS Hospice by signing up for a match-funded volunteering opportunity. Encourage your staff to volunteer on race weekend by offering to double any money that they raised through the volunteering opportunities listed below:

- Taking donations for car parking on the day (could raise £500-£750)
- Selling merchandise as part of the event's merchandise stall (could raise £750-£1,500)
- Bucket collecting on Victoria Park with spectator giveaways (could raise £250-£500)

Fundraising to care for
local people

loros.co.uk/fundraising

Registered Charity No: 506120

LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for you
and your family