

CHARITY PACKAGES

SANTA RUN 2018



SKYLINE
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THE RUN

Over 4,000 Santa's will hop on their sleigh and make their way to London in a Christmas mission to raise thousands of pounds for hundreds of different, worthy causes.

This family friendly festive fun run is set to bring a flash of red and Christmas cheer to Victoria Park, London!

- **Perfect for families, individuals or corporate groups – you can even bring the dog!**
- 9th year running
- **Run, jog or walk – no experience necessary.**
- Last year: over 4,000 runners and £1m raised for charity!
- **London's BIGGEST Santa Run!**

2nd of December 2018

WHAT'S INCLUDED?

FREE Santa costume for all runners

Refund for all places filled

Average of £300 sponsorship per person

5k or 10k route options

A free children's fun run before the main event!

Fancy dress competition

A great warm up to get your runners ready to go!

Wheelchair and pram friendly route

Lots of fun additions on the day in our Santa event village

The perfect festive fundraiser!

TESTIMONIALS

"We had such a brilliant day at the Santa Run and between our group we raised over £9,000 for our chosen charity. It was a really fab, family friendly challenge and we can't wait for next year!" **Sophie, Santa Run participant.**

"All our runners had a great time. I was there running the 10K run and whew! I was exhausted at the end. That Santa suit kept me warmer than I had thought it would.

So far we have raised over £4,000 which is amazing! So proud and thankful to all of our runners for doing an amazing job." **Montana, Ecologia Youth Trust.**

"Thanks for a great day! We raised around £3,500 for charity and the team all had a fantastic time – great to see so many different charities involved." **Rob, Santa Run participant.**



PARTNERSHIP PACKAGES

10 Place Package

2 free places for charity ambassadors or supporters

Bespoke booking link

Video/images/marketing plan/posters

Dedicated Account Manager

Information pack and promotional material

Area allocated on the day

Monitored Facebook event page for participants

25 Place Package

10 place benefits plus:

Area allocated on the day allowing a gazebo

Total of 4 free places for charity ambassadors or supporters

Logo features on the info pack

Logo features on event website

Paid Facebook ads linking to charity partners

50 Place Package

25 place benefits plus:

Logo and description on event website and info pack

Advert in the Skyline newsletter (15,000 reach)

Total of 6 free places for charity ambassadors or supporters

2 dual branded flags to be displayed at ALL DIFC events

100 Place Package

Maximum of six charities

50 place benefits plus:

Advert on two pages of event website

E-mail to past participants

Time allocated on stage to talk about your charity

Professional photographer available on the day

Priority charity area – Gazebo provided

Total of 10 free places for charity ambassadors or supporters

3 dual branded flags

200 Place Package

Maximum of three charities

100 place benefits plus:

Homepage and charity page banner advert on the new Santa website!

Listed as a key charity partner in info pack

4 dual branded flags

Branded barrier blankets along finish line

Full social media package, including posts on Twitter, Instagram and specific paid Facebook ads

Branding on [event video](#).

SANTA RUN COSTS & PARTNERSHIP APPLICATION

Only those applying for the 100 and 200 place partnerships will be required to complete the application form. For all other packages please contact your account manager directly.

Package	Total Cost	Refunded Post-Event*	Potential Sponsorship**
200	£6,500	£3,000	£46,000
100	£4,500	£2,000	£23,000
50	£2,100	£1,100	£11,500
25	£1,125	£625	£5,750
10	£430	£280	£2,300
Registered Charity Name		Registered Charity Number	
Event Contact		Phone number	
Position		Email	
Have you previously been an event partner on a DIFC event?			Yes / No
Have you been a charity partner on any other events (excluding bespoke) in the last 2 years? I.E London marathon, Thames path Challenge, Great north run - If yes, please list:			Yes / No
Why would you be an ideal charity partner for the DIFC Santa Run?			
What is your marketing budget (if any) for the event?			£
Please outline a marketing strategy for the event (We will assist you with this when your partnership is confirmed.)			

* Holding fee refunded for every space you fill

** Based on past average sponsorship per person