

# Charity Opportunities

Would you like to be one of our Charity Partners?



We have lots of events planned with excellent fundraising opportunities for your charity.



# Charity Packages

We have Charity Packages available to help with discounted spaces in the event and options for increasing awareness of your charity.

Over £1 million has been raised for charity since our events started in 2015!

We can help maximise your exposure through PR and take advantage of our social media channels with more than 30,000 followers. With the addition of our virtual events, there are even more opportunities than before to get involved with.

Package	Spaces	Discounts	Package Inclusions	Price (inc VAT)
Bronze	10 Spaces for any distance	-	<ul style="list-style-type: none"> <li>• Access to a charity portal to manage your spaces</li> <li>• Social media posts</li> <li>• Listing on our charity webpage</li> <li>• Inclusion in Mascot Mile</li> </ul>	£399
Silver	25 Spaces for any distance	10%	<b>Bronze Package plus</b> <ul style="list-style-type: none"> <li>• Gazebo space on race day in Charity Village</li> <li>• Feature listing on our charity webpage</li> <li>• Press release to local press and blog on our website</li> </ul>	£899
Gold	50 Spaces for any distance	10%	<b>Silver Package plus</b> <ul style="list-style-type: none"> <li>• Double Gazebo space on race day in Charity Village</li> <li>• 'Charity spotlight' video for social media</li> </ul>	£1,749
Platinum	100 Spaces for any distance	15%	<b>Gold Package plus</b> <ul style="list-style-type: none"> <li>• 'Run for us' tick box on registration form with data collection</li> </ul>	£3,499



## Supporting our Charity Partners

- **Discounted Spaces:** Check out our Charity Packages to see available support, charity discounts, and PR opportunities.
- **Roll-Over:** We offer a one-year 'roll over' for charity spaces, so should you not use all your spaces they can still be redeemed the following year.
- **Multiple Events:** Our Charity Packages can be split across ReesLeisure Events; Winchester Half Marathon, ABP Southampton Marathon, Half & 10k & Southampton Sporterium. You can amend your events split at any time
- **Race Day Presence:** Silver Packages and above entitle you to a gazebo / stall space at the event. This can act as a meeting point for your runners; a place to hand out information; and a place to raise awareness for your charity. (Coronavirus restrictions may limit this activity)

**Exposure & Promotion:** Make sure you send us your charity logo, a few words about your charity, how people can contact you, and a couple of photos. We can then promote via our website and social media.

- Link up with us on social media, we have specific pages for each event as well as our ReesLeisure pages. Please tag us in your posts so we can retweet and we'll do the same.
- Please make sure you put our event on your website – I can send you logos, photos, etc.
- We have blogs on our websites, so if you have any 'good news' stories that you'd like to share or upcoming events, please do send them to us (with photos if possible) – we are more than happy to share these for you.

“Working in partnership with Rees Leisure has enabled us to increase our supporter participation in the events, in 2019 we had 219 runners. Our fundraising has also seen a huge growth – since 2017 our fundraising from the ABP Southampton Marathon has increased by 88% - this is amazing and we are excited about achieving even more with our partnership.”

Kelly Metcalfe,  
Southampton Hospital Charity

*SHC are the Lead Local Charity for the ABP Southampton Marathon and they raised £50,000 at the 2019 event!*

# Hints & Tips

## Here are some hints and tips on how to promote your spaces and ways that we can help:

- Posters promoting your involvement in the event and displayed around your community always help. Most clubs are happy to help raise awareness for local charities if you ask.
- If you tend to set a minimum sponsorship amount on your charity spaces try not to set this too high as that can put people off. I have listed a few 'Top-up Tips' below to share with participants that may be concerned about reaching a particular target.
- Corporate Teams – why not approach a local company to see if they would like to enter a team to participate on your behalf. Most companies like to have a community element to their business.
- Fundraising pack or goodie bag – think about encouraging your participants by sending them something in the post prior to the event or having something to hand them on race day to say thank you.



“We are delighted at this great opportunity as Lead National Charity. Our partnership with ReesLeisure will help us reach more people.”

Alice Dewsnap-Smith,  
Senior Fundraising Manager, Macmillan Cancer Support

*Macmillan Cancer Support had over 430 runners at the 2018 ABP Southampton Marathon event and raised £52,000!*

## Top-up Tips for participants:

There are lots of little ways you can boost your sponsorship. If you find your sponsorship amount isn't increasing quite as quickly as you hoped, take a look at these easy 'Top-up Tips':

**Lucky Squares Game** – make a grid of 100 squares and ask your friends and family to pay £1 a square and write their name in the square – set a competition finish date and pick a 'lucky number' at random – the winner then gets a percentage of the takings – for example if you make £100 give £25 as the prize and put £75 straight into your fundraising pot!

**Car Boot Sale** – have a clear out at home and ask your friends, family and colleagues to do the same – car boot sale spaces are usually quite reasonable and there are lots dotted about. Make sure you take a charity banner with you to display on your stall – it helps to show where the money is going. You could also take a donation tin to display on the table, then even if someone doesn't want to purchase anything they might still make a donation to your chosen charity.

**Coffee Mornings** – everyone loves a cuppa and a slice of cake so why not set up your own coffee morning? Remember you don't have to do all the baking yourself, ask friends and family to help. You could charge a small entrance fee or ask guests to pay for each piece of cake. Another popular idea at coffee morning is to raffle off cakes for people to take home. You could even play your Lucky Squares Game during the morning!



# NEXT STEPS

Get in touch with ReesLeisure team using the below details



[www.ReesLeisure.co.uk](http://www.ReesLeisure.co.uk)

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