

Sponsorship Opportunities 2024

Help make the magic happen





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Rainbows Newsletter

Sponsor - £2,500 per edition

Spreading the word of all the incredible things we do here at Rainbows is so important, keeping our supporters inspired and informed of where their money is going, means they are more likely to continue to be a Rainbows supporter and keep the charity in their minds.

One of the ways we achieve this is by sending a printed newsletter to around 20,000 people twice a year, so they are kept up to date with our latest news, events and different ways to support us. We also print around 1,000 copies of a special corporate edition which is distributed to companies supporting us across the East Midlands.

The newsletter updates our supporters on all the amazing things happening at Rainbows, including family stories, updates at the Hospice, fundraising opportunities and thank yous to our supporters. You can view previous copies of our newsletter [here](#).

Interested? Get in touch on corporateteam@rainbows.co.uk

Sponsorship benefits:

- Company logo on the newsletter with 'The costs of printing and distributing this newsletter are kindly supported by'
- Opportunity to include a half page advert or article on your recent support of Rainbows in newsletter
- Promotion of sponsorship via social media to almost 40,000 followers and via newsletters sent to over 16,000 subscribers.



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Totally Wiped Out Sponsorship - £2,500

Let the games begin! This special event for our corporate supporters is sure to test your teamwork, strength, stamina and balance, and your stomach muscles will get a great workout from all the laughing too.

Taking place on Thursday 11 July in Loughborough, we will be hosting up to 27 teams of eight-ten people from different companies across the region to take on a variety of Totally Wiped Out games.

Sponsoring this fun corporate event will help to cover our costs, meaning more of what each team raises goes to supporting our families! For more information about this event click [here](#).

Sponsorship includes:

- A complimentary team of up to 10 people at the event
- Company logo on flyers advertising the challenge
- Company logo on Totally Wiped Out webpage on our website (circa 3k visitors per month)
- Mention in all communications to attendees
- Opportunity to provide branded items to all attendees
- A social media post about sponsorship to almost 40,000 followers
- Company logo on certificate given to all teams



Derby Cathedral Abseil Sponsorship - £1,500

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On Saturday 5 October, our daring abseilers will be climbing the 189 steps to the top of Derby Cathedral's tower before being harnessed up and climbing over the edge to abseil the 212ft back down!

With around 100 people taking part on the day, this is a staple fundraising event for Rainbows in Derbyshire and brilliant opportunity for you to show your support of our work while getting some great benefits! Your sponsorship will help fund our costs of running the abseil, meaning even more of the money our abseilers raise can go directly to supporting our families. For more information about this event click [here](#).

Sponsorship benefits:

- Six free places on the abseil (each participant still requested to raise £100 each) with the opportunity to book more
- Volunteering opportunities at event for staff
- Opportunity to provide branded items to all guests
- Logo on Derby Cathedral Abseil web page on our website (circa 3k visitors per month)
- A social media post about sponsorship to almost 40,000 followers
- Logo on certificate given to all participants
- Promotion in communications to all participants



Corporate Challenge Cup Sponsorship

Following the success of last year, we are delighted to be hosting a special Golf Day for our corporate supporters on Thursday 12 September. This year it will be at Cosby Golf Course. The day will bring together supporters from companies across the East Midlands as they tee-off for the chance to win the Rainbows Challenge Cup! Throughout the day there will be refreshments as well as a sit down dinner.

Main event sponsor - £2,000

- Complimentary team entry - four players
- 18th Hole sponsorship
- Logo on all materials/correspondence to entrants
- Arrival refreshments bacon rolls and tea/coffee and two course dinner
- Option to display banner/materials at the club on the day
- Complimentary Rainbows Business Club membership for one year
- Mentions in communications to participants and a social media post about sponsorship to almost 40,000 followers
- Opportunity to provide branded items to all participants in goody bag
- Introduction and speaker slot to talk about partnership with Rainbows during dinner

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Meal sponsor - £1,500

- 50% discount on team entry - four players
- Complimentary arrival refreshments, and two course dinner
- Logo on all materials/correspondence to entrants
- Complimentary Rainbows Business Club membership for one year
- Opportunity to provide branded items in goody bags to all participants
- Hole sponsorship

Main Prize Sponsor - £750

- Logo on all materials/correspondence to entrants
- Opportunity to provide branded items in goody bags to all participants
- Introduction and support with presentation of prizes during dinner
- Hole sponsorship

Refreshment Cart & Prize Sponsor - £500

- Logo on all materials/correspondence to entrants
- Hole sponsorship
- Opportunity to provide branded items in goody bags to all participants
- Introduction and support with presentation of prizes during dinner

Arrival Refreshments Sponsor - £500

- Sponsoring tea/coffee and bacon rolls on arrival
- Opportunity to provide branded items in Rainbows goody bags to all participants
- Opportunity to display banner and materials on the day in refreshment area

Hole Sponsorship - £95

- Logo and company name on a display board at selected hole
- Mentions in communications to participants
- Opportunity to include promotional items in goody bags for all entrants



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Rainbows Superdraw Sponsorship - £3,000

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Alongside the weekly Rainbows Lottery, our Superdraw plays a crucial part in raising the necessary funds needed to keep our Hospice running. Since 2017 our Superdraw has raised over £200,000!

From September 2024, we will be encouraging thousands of people in the East Midlands to purchase their tickets and be in with the chance of winning the grand prize when the winner is drawn before Christmas. With ticket sales having reached over £30,000 in previous years, this is a fantastic way for you to get your brand in front of a large audience whilst helping to cover the costs of running this years Superdraw.

Sponsorship benefits:

- Your company logo on physical tickets sent to over 12,000 people and on our virtual platform for online entries
- Your company logo on posters and company name mentioned in articles about the Rainbows Superdraw
- Complimentary [Rainbows Business Club membership](#) for one year
- Your company logo on the Superdraw webpage on our website
- A social media post about sponsorship to almost 40,000 followers and via email newsletters sent to over 16,000 subscribers
- Opportunity to present winner with a cheque at the Hospice (pending their consent to publicly announce win)



Rainbows Open Day Sponsorship - £2,000

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Our Open Day on Saturday 27 April is an opportunity for people from the local community to visit our Lark Rise site in Loughborough and see for themselves the incredible facilities we have for our babies, children and young people. On the day our Care Team are on hand to tell visitors about the amazing things we do at the Hospice and in the community.

With approximately 800 people attending in previous years, this is a fantastic way to show your support for Rainbows whilst getting a range of great benefits. Your sponsorship will help cover the costs of holding this fabulous event and help us connect with our community. For full information about this event click [here](#)

Sponsorship benefits:

- Opportunity to invite staff to attend the open day and visit the hospice
- Logo on banner outside of hospice on the day of the event
- Complimentary stall at the event
- Volunteering opportunities at event for staff
- Opportunity to provide branded items to all guests
- Logo on Open Day page on our website (circa 3k visitors per month)
- A social media post about sponsorship to almost 40,000 followers
- Promotion in communications pre & post event to all advance bookers



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Rainbows Afternoon Tea Sponsorship - £3,000

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Our annual sell-out inspirational event 'A Slice of Inspiration: Rainbows afternoon tea' will take place on Saturday 30 June, and is an opportunity for our supporters to come together and celebrate the incredible work Rainbows does whilst enjoying an Afternoon Tea!

With up to 250 guests in attendance, this is a brilliant way to show your support for Rainbows and help cover our costs of delivering this event, whilst getting some fantastic benefits. For more information about this event click [here](#).

Sponsorship benefits:

- Complimentary table of 10 in premium position including afternoon tea
- Mention in welcome address
- Complimentary stall or banners at event
- Company representative to draw raffle at event
- Opportunity to provide branded items to all guests
- Complimentary [Rainbows Business Club membership](#) for one year
- Logo on Inspiration Event webpage on Rainbows website (circa 3k visitors per month)
- Logo on items given to attendees at event
- Promotion in email and mail marketing
- A social media post about sponsorship to almost 40,000 followers
- Promotion in communications to all attendees



Bow Bear Mascot Sponsor - £1,000

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Our mascot, Bow Bear, is loved by children (and adults!) across the East Midlands and regularly appears at events throughout the year representing Rainbows. Bow is a family favourite and can often be seen giving out high fives, hugs and fist bumps to passers by! Bow also isn't a stranger to getting papped or having a selfie, with photos often being shared across socials.

Examples of events Bow attends each year include our Santa Runs, Open Day, community events such as Bow Bear Hunts, corporate events such as Totally Wiped Out, as well as any special events we have throughout the year and of course VIP visits to the Hospice. By sponsoring Bow Bear for a year you will help us cover the staff and travel costs of Bows ventures for Rainbows.

Sponsorship benefits:

- Company logo on the back of Bow Bear's t-shirt for the year of sponsorship, meaning your brand goes wherever Bow goes
- Opportunity for Bow to visit your workplace or an event you are holding
- Volunteering opportunities for staff to be Bow at events
- Promotion on social media posts to almost 40,000 followers throughout the year