

  
*When you wish upon a Star*  
Registered Charity No. 1060963  
*Dream making for sick children*

  
**35<sup>TH</sup>**  
Anniversary

SUNDAY  
7TH DECEMBER  
2025

CELEBRATING 21 YEARS

# EDINBURGH SANTA FUN RUN & WALK

WEST PRINCES STREET GARDENS

**SPONSORSHIP EVENT PACK**

# SANTA'S WISHLIST

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- [What's a Wish](#)
- [About the Santa Fun Run & Walk](#)
- [2024 Event Impact](#)
- [Sponsorship](#)
- [Packages](#)
- [Volunteers](#)
- [Be part of the magic](#)



When a child is diagnosed with a life-threatening illness, their childhood is often stripped away, playgrounds become hospitals and play dates become medical appointments. At times it can be difficult to imagine a life without illness, one where a child can play with friends and be with family.

We are a vital source of support as we strive to break through the daily barriers that impact our families of isolation & loneliness, mental health, sensory needs, physical emotional wellbeing, and financial strain. Whilst unable to cure the illnesses our children and families endure, our work aims to provide special moments of respite as we unite families and give all a different focus.

We proudly reignite the magic of childhood and grant magical Wish experiences for local children aged 4-16 who live with life-threatening or terminal illnesses.



*Jules had his Wish granted to be guest of honour at the world famous one o'clock gun at Edinburgh Castle with the Scottish & Ulster Gunners*

As a small non-government funded charity we rely solely on the generosity of individuals, organisations, corporate support, partnerships and events to ensure we can deliver our children's Wishes.

Wishes come in all forms, much needed respite holidays, Disney Magic, Taylor Swift concerts at Murrayfield, being a zookeeper or pilot for the day, meeting celebrities or even something as simple as an iPad to keep in touch with extended family and friends while in hospital. Each experience is tailored and inclusive as we create life-long precious memories for our families when they might not have thought it could be possible to achieve through illness or disability.



# Celebrating 21 years of the Edinburgh Santa Fun Run & Walk



Over the years thousands of Santa's, Elves and Santa Paws have supported our mission by taking part in our annual flagship fundraising event, The Edinburgh Santa Fun Run & Walk.

Our charity fun run & walk is where pre-registered supporters dress up as Santa Claus or in Elf hats and complete 2 laps of West Princes Street Gardens after a festive warm up at the iconic Ross Bandstand standing in the shadows of Edinburgh Castle!

At 11am the award winning Stockbridge Pipeband officially starts the fun run and walk and our Santa's, Elves and Santa Paws take on the 2.5km route of the gardens and proudly collect their finishers medal once completed. After the fun run we have our santa paw competition and choose our best in show!

We can only deliver our event year on year with the support of leading companies and local authority groups. We proudly work with Unique Events, Edinburgh's Christmas, Police Scotland, Edinburgh City Council, The Usherhall – The Ross Bandstand, Active Works, the Stockbridge Pipeband, leading Hospitality groups, Pure Gym Edinburgh, Calverto Ents and our Volunteer Wish team.

The event is also supported by local and national press, on line advertisement platforms such as Edinburgh Evening News, The Scotsman, What's on Edinburgh, Edinburgh Chamber of Commerce and Visit Scotland.

This year we celebrate 21 years of our much loved Festive event where we are hopeful for up to 1000 participants from across the world to take part and to help grant magical Wishes!



# EDINBURGH SANTA FUN RUN & WALK



**8TH**  
**DEC 2024**

**WEST PRINCES STREET GARDENS**



**60** WISH VOLUNTEERS



GAVE

TO SUPPORT  
THE SANTA FUN  
RUN & WALK

**129**  
HOURS

  
TOTAL  
PARTICIPANTS  
SANTA'S, ELVES &  
SANTA PAWS

**450**

INCREASE OF 150  
ENTRIES  
2023 VS 2024

ADVERTISING  
PLATFORMS FOR  
EVENT

**35**

TOTAL SOCIAL  
WISH PLATFORM  
FOLLOWERS

**22,500**

**£7170**

WAS RAISED TO HELP GRANT  
MAGICAL WISHES FOR  
CHILDREN LIVING WITH LIFE  
THREATENING ILLNESSES



**1125 KM**

TOTAL DISTANCE RAN  
& WALKED FOR WISHES



## COMMUNITY GOALS

**34**

BUSINESSES &  
AUTHORITY GROUPS  
WHO PROUDLY  
SUPPORTED THE  
FUN RUN & WALK IN  
2024

## NUMBER OF PARTICIPATING COUNTRIES

Edinburgh Santa Fun Run & Walk welcomed Wish granters from across the world to support the gift of magic & memory making. From the USA, South America, China, Europe and the UK.

**10**



*When you wish upon a Star*  
Dream making for sick children

**THANK  
YOU**

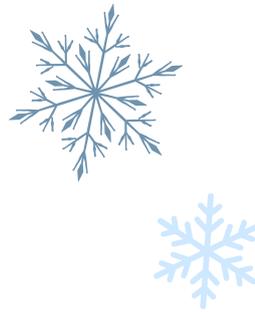


# SPONSORSHIP OPPORTUNITY

Galaxy | Constellation | Shooting Star | Star

To maximise the Edinburgh Santa Fun Run & Walk 2025 we are offering a range of exciting sponsorship opportunities to support the event.

# BE PART OF THE MAGIC



As a sponsored partner to our work your involvement will be key to the success and growth of the Edinburgh Santa Fun Run & Walk 2025. We will build a mutually beneficial relationship through supporting brand development, new medal design, santa paw experience, exciting new marketing campaigns, event build and developing our supporter experience.

## Our sponsor packages will include:



### Marketing

Press launch | Press coverage | Bespoke Radio Forth airtime campaign  
Social media campaigns | paid ad event campaigns

### Design & Print

Design of posters, flyers, signage and on-line graphics for event  
Print requirements for the event

### Finishers Medal

Bespoke medal design featuring company logo on medal lanyard  
Lead time up to 6 weeks for design, production and carriage of medals  
*Available with Constellation Package only*

### Santa Suit & Elf Hat per entry

Entries each receive their own Santa Suit or Elf Hat  
Adult Santa suit: 12yr & over | Junior Santa suit: 5-11 yr | Elf Hat 3-4 yr

### Event Build

Venue Hire Costs | Logistical costs for build of event  
Active Works on line registration fees | PA system hire

### Santa Paw Competition

Prizes for best dressed Santa Paws



# GALAXY MARKETING SPONSOR

## £3500



The following will apply unless specified: t&c apply\*

As marketing campaign sponsor we will work in collaboration to create a fun, engaging festive campaign, celebrating 21 years of the Edinburgh Santa Fun Run & Walk

Our marketing campaign will drive participant registrations, media coverage, community engagement, profile awareness and allow us to grant more Wishes for children living with life-threatening illnesses.

### What your sponsorship includes:

- Collaboration to create a comprehensive marketing campaign
  - including digital ads, radio, social media, PR, print, and outdoor media
- Acknowledgment on the charity website and newsletter
- Recognition in all event marketing materials:
  - including posters, flyers, banners
- Media partnerships and influencer engagement
- Opportunity to feature your brand at the medal presentation area on event day
  - engaging directly with participants and their families.
- Complimentary event entries for your team or guests to join the Santa fun run and walk.
- Professional photographs taken throughout the event to be shared with all sponsor partners
- Opportunity for spokesperson or brand ambassador to appear in event promotional videos
- Inclusion in press releases and media outreach, highlighting your commitment to community and charity.



1 Galaxy Package available

Date restriction 30.09.25

# CONSTELLATION MEDALS SPONSOR

## £3000



The following will apply unless specified: t&c apply\*

As the official Medals Sponsor of the Edinburgh Santa Fun Run and Walk, your brand will be at the heart of the event, celebrating every participant who crosses the finish line. Your generous support will help us create unforgettable memories while raising vital funds for When You Wish Upon a Star, making wishes come true for children and families in need

### What your sponsorship includes:

- Exclusive branding on all finisher medals \*\* 2 year partnership
  - your logo will be proudly displayed on each medal lanyard awarded to every participant, ensuring high visibility and lasting impressions.
  - Collaboration in designing our new bespoke medal
- Recognition in all event marketing materials:
  - including posters, flyers, and social media campaigns.
- Acknowledgment on the charity website and newsletter
- Opportunity to feature your brand at the medal presentation area on event day
  - engaging directly with participants and their families.
- Inclusion in press releases and media outreach, highlighting your commitment to community and charity.
- Complimentary event entries for your team or guests to join the Santa fun run and walk.
- Professional photographs taken throughout the event to be shared with all sponsor partners



By sponsoring the finisher medals, you're not only rewarding the efforts of every runner and walker but also helping to make wishes come true through When You Wish Upon a Star.

1 Constellation Package available



Finishers Medal \*\*

Date restriction 30.09.25

Bespoke medal design featuring company branded lanyard

Logos to feature on lanyard: Charity, Edinburgh's Christmas & Medal Sponsor

Lead time up to 6 weeks for design, production and carriage of medals

# STAR - SANTA PAW SPONSOR

# £1500

The following will apply unless specified: t&c apply\*



As the official Santa Paws Competition sponsor held alongside the Edinburgh Santa Fun Run & Walk you will gain exposure to a wide audience of pet lovers, runners & families as we celebrate all things furry fashion & the best Santa Paws in show!

## What your sponsorship includes:

- Title sponsor recognition for the 21st Santa Paw Competition:
  - "Santa Paw Wish Competition presented by [Your Company]"
- Recognition in all event marketing materials:
  - including posters, flyers, and social media campaigns
- Sponsor acknowledgment on charity website
- Opportunity to host the award ceremony for Best Dressed Santa Paw winners
- On-site branding including start/finish line and pet competition area
- Featured in all press releases and email newsletter
- Best Dressed Santa Paw Award
- Santa Paw Photo Booth
- Edible medal/ prize sponsor for all Santa Paws who take part in the Edinburgh Santa Fun Run & Walk
- Complimentary event entries for your team or guests to join the Santa fun run and walk.
- Professional photographs taken throughout the event to be shared with all sponsor partners



1 Star Santa Paw Package available

Date restriction 30.09.25



# SHOOTING STAR SPONSOR

# £500

The following will apply unless specified: t&c apply\*



Your invaluable support as an official Shooting Star Sponsor will help to bring the magic of the Edinburgh Santa Fun Run & Walk 2025 to life!

Shooting Star Sponsors support the event build costs to the charity including but not limited to: Santa Suits, Elf hats, registration platform fees, design & print & event vehicle hire.

## What your sponsorship includes:



- Sponsor acknowledgment on charity website
- Featured in post event press release
- 2x Complimentary family entry packages ( 2 adults, 2 children)
- Professional photographs taken throughout the event to be shared with all sponsor partners
- When You Wish Upon a Star will promote your involvement with The Edinburgh Santa Fun Run & Walk with regular social media announcements
- Certificate of thanks from When You Wish Upon a Star

## In-Kind Sponsorships also welcome:

you will receive sponsor benefits \*

- Cases of Water to handout to all participants (anticipated 1000 entries)
- Face painter
- Complimentary Event van hire - dependent on entries: Long wheel base, or Luton Van



4 Shooting Star Packages available

Date restriction 30.09.25





# VOLUNTEER WISH TEAM

## ANNUAL OPPORTUNITIES

We proudly work with our amazing Wish volunteer team who help to support the successful and safe delivery of the Edinburgh Santa Fun Run & Walk.

### PRE EVENT

PR Marketing campaigns – Poster and Flyer distribution

### EVENT DAY VOLUNTEER ROLES

Registration tent up to 10  
Route Marshalls up to 10  
Bucket Collections up to 5  
(subject to licence approval)  
Videographer  
First Aiders





**To become a sponsor or to discuss the  
Edinburgh Santa Fun Run & Walk 2025  
in more detail please contact our Scotland office**

Email: [judith.king@whenyouwish.org.uk](mailto:judith.king@whenyouwish.org.uk)

Phone: 0131 273 4344

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