



When you wish
upon a star

Edinburgh Santa Fun Run & Walk

West Princes Street Gardens
Sunday 6th December 2026

Sponsorship Event Pack





Santa's Wishlist

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When you wish upon a star

When a child is living with a life-threatening illness, everyday childhood moments can feel out of reach.

Playgrounds are replaced by hospital wards, and time with friends becomes time spent at appointments. For many families, it can be hard to picture a life beyond illness — one filled with joy, laughter and the simple magic of being a child.

At When You Wish Upon a Star, we create meaningful memory-making experiences that bring that magic back.

By reimagining what's possible, we unite families, lift spirits and create moments of happiness as we proudly grant magical wishes for children aged 4–16 living with life-threatening conditions.

As a small charity with no government funding, we rely entirely on the kindness and generosity of individuals, businesses, partners and supporters to make these wishes a reality.

Every wish is as unique as the child we support. From much-needed UK breaks that offer families precious time together, to unforgettable experiences like attending a Taylor Swift concert at Murrayfield, going behind the scenes at BBC's Strictly Come Dancing or even meeting one of their heroes.



Laura's wish brought her to the magic of Disneyland Paris, where she enjoyed a truly unforgettable experience meeting her favourite Disney Princesses.




Scan the QR code to watch Laura's wish come true!

About the Santa Run

Celebrating 22 Years of the Edinburgh Santa Fun Run & Walk

For many years, thousands of Santas, Elves and even Santa Paws have come together to support our mission by taking part in our much-loved annual flagship fundraising event.

Our festive fun run and walk sees supporters don their Santa suits or Elf hats and gather in the beautiful West Princes Street Gardens. After an energising warm-up at the iconic Ross Bandstand, set beneath Edinburgh Castle, participants complete two laps of a 2.5km route through the gardens.



At 11am, the event is officially set underway by the award-winning Stockbridge Pipe Band, as a sea of Santas, Elves and Santa Paws take to the course before proudly collecting their well-earned finisher medals.

This special event is made possible year after year thanks to the incredible support of our partners and community. We are proud to work alongside organisations including Unique Assembly, Edinburgh's Christmas, Police Scotland, Edinburgh City Council, The Usher Hall and Ross Bandstand, Active Works, the Stockbridge Pipe Band, PureGym Edinburgh, Calverto Ents, hospitality partners, and our dedicated volunteer Wish Team.

We are also grateful for the continued support from local and national media, alongside promotional platforms such as [Edinburgh Evening News](#), [What's On Edinburgh](#), [Edinburgh Chamber of Commerce](#) and [VisitScotland](#), helping us bring the magic to life for even more families.

2025 Event Impact

Edinburgh's Kindness



£11,370

raised to help grant magical Wishes for children living with life-threatening illnesses

550

total participants (100 more than 2024!)

1,375km

total distance ran and walked for Wishes

33

advertising platforms for the event

27,730

total social Wish platform followers

9

countries represented with participants from Canada, Mexico, USA, Spain, Italy, Belgium, New Zealand, Republic of Ireland and UK wide

57

volunteers gave a combined 128.5 hours to support the event

37

national & local businesses who proudly supported the event





Sponsorship Opportunities Constellation | Shooting Star | Star

To maximise the Edinburgh Santa Fun Run & Walk 2026, 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 2026.

Building a mutually beneficial relationship through supporting brand development, exciting new marketing campaigns, event build and developing our supporter experience.

Our sponsor packages will include:

Marketing

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

Design & Print

Design of posters, flyers, signage and online graphics for event | Print requirements for the event

Finishers Medal

Bespoke medal design featuring company logo on medal lanyard (lead time up to six weeks for design, production and delivery of medals)

Available with Constellation Package only

Santa Suit & Elf Hat Per Entry

Entrants each receive their own Santa Suit or Elf Hat

Adult Santa suit: 12yr & over | Junior Santa suit: 5-11yr | Elf Hat: 3-4yr

Event Build

Venue Hire Costs | Logistical costs for build of event | Active Works online registration fees | PA system hire | Prizes for best dressed Santa Paws



Constellation Package

£3000

The following will apply to the Constellation package unless specified:
T&Cs apply*

- Company name / logo will appear on all promotional artwork**
- Acknowledgement and thanks during the Edinburgh Santa Fun Run & Walk
- Professional photographs taken throughout the event to be shared with all sponsor partners
- Company name / logo displayed on our Santa Run news blog post on our website
- Finishers Medal**
 - Bespoke medal design featuring company branded lanyard
 - Lead time up to 6 weeks for design, production and carriage of medals
- When You Wish Upon a Star will promote your involvement with The Edinburgh Santa Fun Run & Walk with regular social media announcements
- Your name or company will receive local media coverage of your sponsorship
- Certificate of thanks from When You Wish Upon a Star
- For our sponsored partners of the Edinburgh Santa Fun Run & Walk we would welcome company brand exposure on the day. For example:
 - Pop up merchandise stalls (subject to licensing approval)
 - Branding: pop up banners, company promotional material

- Employee exclusive registration discount*

**Date restricted 31.07.26

*Subject to minimum fundraising per person

2 Constellation Packages available



Shooting Star Package

£1500

The following will apply to the Shooting Star package unless specified:
T&Cs apply*

- Company name / logo will appear on all promotional artwork**
- Acknowledgement and thanks during the Edinburgh Santa Fun Run & Walk
- Professional photographs taken throughout the event to be shared with all sponsor partners
- Company name / logo displayed on our Santa Run news blog post on our website
- 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
- Employee exclusive registration discount*

**Date restricted 30.09.26

*Subject to minimum fundraising per person

1 Shooting Star package available

Star Package

£500

The following will apply to the Star package unless specified:
T&Cs apply

- Acknowledgement and thanks during the Edinburgh Santa Fun Run & Walk
- 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

Date restricted 01.08.26

4 Star packages available





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 Roles

- PR Marketing campaigns
- Poster and Flyer distribution

Event Day Volunteer Roles

- Registration tent (up to 10)
- Route marshalls (up to 10)
- Bucket collectors (up to 5; subject to licence approval)
- Videographer
- First aiders





To become a sponsor or to discuss the Edinburgh Santa Fun Run & Walk 2026 in more detail please contact our Scotland office.

Email: judith.king@whenyouwish.org.uk

Phone: 0131 273 4344

Address: When You Wish Upon a Star, Suite 2, Stuart House, Eskmills Park, Musselburgh, EH21 7PB

whenyouwishuponastar.org.uk
[@whenyouwishuk](https://www.instagram.com/whenyouwishuk)

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