



SUNDAY  
7TH DECEMBER  
2025

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 Run
- 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 family, smile and enjoy their childhood like any other healthy child.

When You Wish Upon a Star creates memory making opportunities as we reignite the magic of childhood, unite families and put smiles on faces as we proudly grant magical Wish experiences for children aged 4-16 who live with life-threatening 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 across the UK, 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.

Our charity fun run & walk is where pre-registered supporters dress up as Santa Claus or dress 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.

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, 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, What's on Edinburgh, Edinburgh Chamber of Commerce and Visit Scotland.





# 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

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

450

INCREASE OF 150  
ENTRIES  
2023 VS 2024



## 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

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.

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 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  
Prizes for best dressed Santa Paws



# CONSTELLATION

## £3000



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

- Company name / logo will appear on all promotional art work\*\*
- 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, examples:
  - Pop up merchandise stalls [subject to licensing approval]
  - Branding: pop up banners, company promotional material
- Employee exclusive registration discount \*

\*\* Date restricted 31.07.25

\*Subject to minimum fundraising per person

2 Santa Packages available





# SHOOTING STAR

## £1500

The following will apply to the Shooting Star Package unless specified:  
t&c apply\*

- Company name / logo will appear on all promotional art work\*\*
- 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
- Employee exclusive registration discount\*

\*\* Date restricted 31.07.25

\*Subject to minimum fundraising per person

1 Mrs. Claus package available

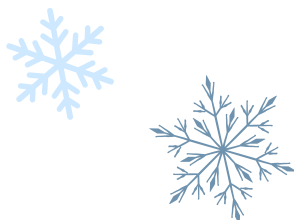
## STAR £500

The following will apply to the Star Package unless specified: t&c 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 01.08.25

4 Elf 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

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**

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



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REGULATOR**

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