

THE EDINBURGH SANTA FUN RUN & WALK

West Princes Street Gardens

SUNDAY 10TH DECEMBER 2023

Sponsorship Opportunities



Granting Magical Wishes for children living with life threatening illnesses



Over the last 18 years thousands of Santa's, Elves and Santa Paws have supported our mission of granting Wishes to children aged 4-16 who live with life threatening illnesses by taking part in our annual flagship fundraising event "The Edinburgh Santa Fun Run & Walk"

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

At 11am the award winning Stockbridge Pipeband officially starts the fun run and then the 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 Scottish companies and local authority groups.

We proudly work with Edinburgh City Council, Unique Events, Edinburgh's Christmas, Police Scotland, The Usherhall – The Ross Bandstand, Active Works, the Stockbridge Pipeband, Pure Gym Edinburgh, Calverto Ents and our Volunteer Wish team. Local and national press, on line advertisement platforms such as What's on Edinburgh, Edinburgh Gossip Girls, Visit Scotland

Join us on Sunday 10th December when we celebrate 19 years of the Edinburgh Santa Fun Run & Walk.





SPONSORSHIP OPPORTUNITIES

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

The Santa, Mrs. Claus or Elf sponsors package

The Fun Run & Walk represents a truly unique opportunity to promote your company whilst supporting some of Scotland's most inspirational children and their families through the power of a magical Wish.

Launching: 01.10.23



As a sponsor to our work your involvement will be key to the success and growth of the Edinburgh Santa Fun Run & Walk.

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

Santa Suit & Elf Hat per entry

Everyone who enters receives their own Santa Suit and Elf Hat 16 year & over: Adult Santa suit |5-11 years: Junior Santa suit | 3-4: Elf Hat

Finishers Medal

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

Event Build •

Venue Hire Costs | Logistical costs for build of event | Active Works on line registration fees | PA system hire | Vehicle hire | Prize for best dressed Santa Paw

Design & Print

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

Print requirements for the event

Marketing

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

Our aim is to make this the best charity relationship you can imagine.

SANTA PACKAGE £3,000

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

- ·Company name / logo will appear on all promotional art work**
- ·Acknowledgement and thanks during the Edinburgh Santa Run & Walk event
- ·Professional photographs 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
- ·Your name or company will receive local media coverage of your sponsorship
- ·Certificate of thanks from When You Wish Upon a Star
- · For any company who choose to be part of the Edinburgh Santa Fun Run & Walk through sponsorship we would welcome your own 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 * Subject to minimum fundraising per person

- ** Date restricted 30.09.23
- *Subject to minimum fundraising per person

4 Santa Packages available



MRS. CLAUS PACKAGE £1,500

The following will apply to The Mrs. Claus Package unless specified: t&c apply*

- ·Company name / logo will appear on all promotional art work**Closing date 30.09.23
- ·Acknowledgement and thanks during the Edinburgh Santa Run & Walk event
- ·Professional photographs 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 * Subject to minimum fundraising per person

3 Mrs. Claus packages available

Elf PACKAGE £500

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

- ·Acknowledgement and thanks during the Edinburgh Santa Run & Walk event
- ·Professional photographs 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





* VOLUNTEER WISH TEAM *

ANNUAL VOLUNTEER OPPORTUNITIES

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

* PRE EVENT *

PR Marketing campaigns – Poster and Flyer distribution

*** EVENT DAY VOLU NTEER ROLES ***

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





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

Email: scotland@whenyouwish.org.uk

Phone: 0131 273 4344

Address:

When You Wish Upon a Star

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Musselburgh

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