



When you wish upon a Star

THE 20th EDINBURGH SANTA FUN RUN & WALK

SUNDAY 8TH DECEMBER 2024

Sponsorship Opportunities



Granting Magical Wishes for children
living with life threatening illnesses

THE EDINBURGH SANTA FUN RUN & WALK



Join us on Sunday 8th December when we celebrate 20 years of the Edinburgh Santa Fun Run & Walk.

Over the 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 Unique Events, Edinburgh's Christmas, Police Scotland, Edinburgh City Council, 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



When you wish upon a Star



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.



Be part of the Santa magic

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

2 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

1 Mrs. Claus package 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
- Certificate of thanks from When You Wish Upon a Star

4 Elf packages available





✦ 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 VOLUNTEER ROLES ✦

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





When you wish upon a Star



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
Suite 2
Stuart House
Eskmills Park
Musselburgh
EH21 7PB



A charity registered in England and Wales (1060963) and Scotland (SC049019)

A company limited by guarantee in England and Wales (3280440)

Registered office: Futurist House, Valley Road, Nottingham NG5 1JE