

THE 20th EDINBURGH SANTA FUN RUN & WALK

SUNDAY 8TH DECEMBER 2024 *Sponsorship Opportunities*

Granting Magical Wishes for children living with life threatening illnesses

The 20th 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 and Visit Scotland

When you wish upon a Star

Dream making for sick children



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



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



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



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

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



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 01.10.24

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 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





Dream making for sick children

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



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