



We are LandAid.

We bring together the property and wider built environment industry to fulfill ESG goals through supporting life-changing services for 16-24 year olds experiencing homelessness across the UK.

Last year nearly 4,000 property professionals took part in our 4 flagship events, and through these events we raised nearly £1,000,000 to support LandAid's projects and partners.

As well as supporting our crucial and life-changing work, sponsoring a LandAid event gives you visibility across the industry and promotion to our 200 corporate partners.

If you'd like to discuss any of the open sponsorship opportunities listed below, please contact the LandAid events team at events@landaid.org





Tour de LandAid

24 - 31 July

230+ participants



The LandAid 10k

20 September

1,300+ participants



Steptober

2- 15 October

1,300+ participants



SleepOut

March 2024 (dates TBC)

1,300+ participants



Tour de LandAid will take place between 24 – 31 July to honour the fierce female riders of the Tour de France Femme event, taking part in the same week. With the competition taking place across just one week our most competitive riders can battle it out with intensity, while our casual riders can enjoy a week of long summer evenings in the saddle. It will be a challenge of endurance, determination and teamwork, with teams of any size able to take part.

Headline Sponsorship £10,000 + VAT

In return for your generous support, LandAid will provide you with the below benefits:

- Name and logo featured at the top of every page of the microsite, also featured on the sponsor page. The microsite is used by participants to register, fundraise, check the leaderboards, and track their cycling through a Strava integration
- Logo on the front of the bespoke cycling jerseys sent to all participants and the winners jerseys
- Extensive promotion pre, during and post event across; email, online, press and social media – including being sent to over 200 property companies
- Logo on marketing materials to promote the event
- Logo on the event auction site
- Opportunity to hold your own day during the event with promotional, stewardship and event support from LandAid
- Opportunity to host the celebratory prize giving ceremony, and/or present the awards
- Logo on back/sleeve of bespoke event jersey sent to all participants
- 10 complimentary tickets to enter Tour de LandAid for your employees or clients
- Name and logo featured on the specific page of the Tour De LandAid site for your jersey leaderboard
- Logo on back/sleeve of bespoke event jersey sent to all participants
- First refusal for Headline Sponsorship of Tour de LandAid 2024



Jersey Sponsor 7 x £3,500 + VAT

Green
Top Fundraiser
(individual and team)

Pink
Furthest Distance
(male and female)

Yellow
Furthest Distance
(team and individual)

Blue
Furthest Distance on
Static Bike - **NEW**

Silver
Best Older Rider
(55 and over)

White
Best Young Rider
(35 and under)

Orange
Longest Duration

LandAid will provide you with the below benefits:

- Naming rights to the jersey leaderboard for which you are sponsor, with your name and logo featuring on the specific page of the event microsite
- Logo on back/sleeve of bespoke event jersey sent to all participants
- Promotion pre, during and post event across; email, online and social media – including being sent to over 200 property companies
- Logo on marketing materials to promote the event
- Name and logo in prize-giving presentation, with the opportunity to speak at the ceremony, and present the jersey to the winners
- Acknowledgment in all press releases related to the event. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain extensive coverage
- Featured in paid social media advertising for regional adverts
- Logo featured on the LandAid website, with a link to your company
- One complimentary team in Tour de LandAid for six of your employees or clients



10K YOUR WAY

The legendary LandAid 10k is back for it's 26th year on 20 September. The event sees nearly 1,000 runners take part from across the industry from CEOs down to the newly qualified with a wide range of running experience from seasoned 10k runners to Couch to 5k joggers. All against the backdrop of beautiful Regents Park.

Headline Sponsorship £20,000 + VAT

In return for your generous support, LandAid will provide you with the below benefits:

- Naming rights used across all marketing, press & PR
- Logo used across the LandAid 10K microsite and used in all marketing materials shared with our contacts to over 200 property companies and across our email & social channels
- Acknowledgement in all Press & PR (pre & post event) including a quote from your Senior Partner
- Logo to feature on LandAid for marketing, with a reach of over 300,000 property professionals
- Free Entry for your team (up to 20 people), with opportunities to volunteer for those not keen on running
- Private VIP Area in Event Village with own bar for your runners & clients
- Unlimited use of the LandAid 10K logo before, during and after the event
- Static branding at the event: headline sponsor logo will appear alongside LandAid's on:4x banners on the start/ finish gantry
- Logo will also feature on the following: runner numbers, medal ribbons, directional markers and signage around the event village
- Opportunity to speak to all participants before the run starts, and to participate in prizegiving ceremony at the end
- Logo and opportunity to address all participants (100 words) in digital race pack to be sent to all runners prior to the event
- First choice of Trophy Sponsorship-adding your name to one of the prizes on the day
- First refusal for Headline Sponsorship of the LandAid 10K 2024



Trophy Sponsor 8 x £1,000 + VAT

LandAid will provide you with the below benefits:

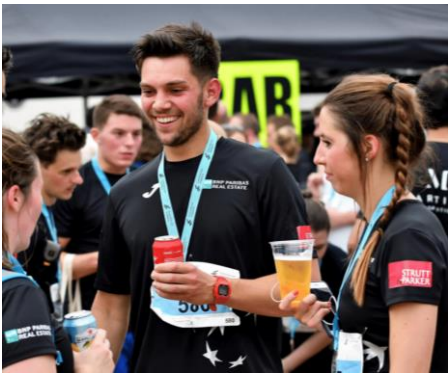
- Logo engraved on winning trophy at the event
- Company will be name checked on the day as part of the prize giving
- Opportunity to present trophy at event
- Acknowledgement on the LandAid website
- Acknowledgement in the race pack sent out to all runners



Food / Drink Sponsor 2 x £6,000 + VAT

LandAid will provide you with the below benefits:

- Naming rights of the drinks / food reception at the event
- Flag banners
- Acknowledgment on the LandAid website
- Acknowledgement in the race pack sent out to all runners





STEPTOBER
with LandAid

STEP UP TO THE CHALLENGE

Take steps to end
youth homelessness

#MINDYOURSTEP

Our 2 week walking challenge returns in October with over 1,300 people, across the UK and beyond, stepping up to end homelessness. With a focus on health, wellbeing and community, Steptober remains one of our most popular events and offers companies a unique team building and networking opportunity.

Headline Sponsorship £15,000 + VAT

In return for your generous support, LandAid will provide you with the below benefits:

- Naming rights used across all marketing, press & PR
- Logo used across Steptober microsite and app and used in all marketing materials shared with our contacts to our property companies and across our social channels
- Acknowledgement in all Press & post event) including a quote from your Partner
- Logo to feature in all paid for marketing, with a reach of over 300,000 property professionals
- Opportunity to host the celebratory prize giving ceremony, and/or present the awards
- 8 complimentary teams in Steptober (32 people)
- First refusal for Headline Sponsorship of Steptober 2024
- Sponsored or authored posts on our Steptober app to all participants

SPONSORSHIP SECURED



Regional Leaderboard Sponsorship 6 x £2,500 + VAT

LandAid will provide you with the below benefits:

- Naming rights to the regional leaderboard for which you are sponsor, with your name and logo featuring on the specific page of the microsite
- Promotion pre, during and post event across; email, online and social media – including being sent to over 200 property companies
- Logo on marketing materials to promote the event
- Name and logo in prize-giving presentation, with the opportunity to speak and present the award to the winners
- Acknowledgment in all press releases related to the event. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain extensive coverage
- Featured in paid social media advertising for regional adverts
- Logo featured on the LandAid website, with a link to your company
- One complimentary team in Steptober for six of your employees or clients, as well as discounted entry for any further steppers

Our biggest and most far reaching event of the year, the LandAid SleepOut returns in March with people across England and Scotland braving the elements and raising money for local projects. Last year the LandAid SleepOut raised £677,000, making it one of the industry's most high profile charity events.

Headline Sponsorship £30,000 + VAT

In return for your generous support, LandAid will provide you with the below benefits:

- Full naming rights for all SleepOut events and venues used across all marketing, press & PR
- Logo used across the SleepOut microsite and used in all marketing materials shared with our contacts over 200 property companies and across our print & social channels
- Extensive promotion during the marketing campaign across a range of channels including Press (EG, Property Week, CoStar), Social Media and Email
- Acknowledgement in all press releases for the event (pre & post event) including a quote from your Senior Partner
- Opportunity to speak at each of the events and will be extensively name checked during speeches
- Branded company collateral can be displayed at venue including flags and pull up banners



Regional Venue Sponsorship 7 x £5,000 + VAT

LandAid will provide you with the below benefits:

- Naming rights to the regional leaderboard for which you are sponsor, with your name and logo featuring on a specific page of the microsite
- Promotion pre, during and post event across; email, online and social media – including being sent to over 200 property companies
- Featured front and centre on the night, with an opportunity to speak
- Opportunity to provide branded merchandise at the event, with LandAid's approval
- Logo on marketing materials to promote the event
- Name and logo in prize giving presentation, with the opportunity to speak and present the award to the winners
- Acknowledgment in all press releases related to the event. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain extensive coverage
- Featured in paid social media advertising for regional adverts
- Logo featured on the LandAid website, with a link to your company
- Trophies for the top fundraising individual and team for the region will feature your name and logo
- 10 free entry spaces for the region you are sponsoring

