



Sponsorship Opportunities

2022



ST.MODWEN

LandAid



Overview

LandAid is the property industry charity supporting youth homelessness. They aim to donate £2m each year across a variety of projects that provide accommodation and support for young homeless people.

Around 86,000 young people will be classed as homeless, and this doesn't just include those sleeping on the streets – it also encompasses those who don't have a permanent place to stay.

Some of these young people may be trying to navigate homelessness at the same time as attending school or college and sitting exams.

There are lots of reasons that young people can find themselves homeless, such as family breakdown, substance abuse, care leavers or other personal problems.

LandAid provide funding to renovate properties which provide bed spaces. They also provide support and guidance to young people to help them end their homelessness cycle.



The LandAid Charity Run

St. Modwen is again helping LandAid to raise much needed funds by hosting a charity 10k run around their flagship development at Longbridge.

This will be the fourth time St. Modwen has hosted the event, with previous events in 2017, 2018 and 2019 raising over £150,000.

Dubbed as the midlands toughest 10k, this year will see up to 500 runners take to the streets of Longbridge and Cofton Park on October 6th. There will also be a runners village at Herbert's Yard where runners and spectators can soak up the atmosphere of the event and grab a bite to eat and drink.

Runners will be charged an entry fee, 100% of which will be directed to LandAid. In addition, all runners will be encouraged to gain sponsorship which again will go directly to LandAid. To help with inclusivity of the event, there will be a 10k and 5k option, and participants are encouraged to run, jog or walk.

The money raised from the Longbridge 10k Charity Run will go directly to the live work village, by St. Basils - <https://stbasils.org.uk/projects/live-and-work/>



How can you help?

St.Modwen is funding the organisation and management of the run, but there are opportunities for corporate sponsorship to support the event and the runners.

By sponsoring this event, your company can make a real difference to help end youth homelessness in the Midlands... and of course you will also receive some great promotions within the region too.

Our available sponsorship packages are...



Package One

Entertainment Sponsorship at £3,500 + VAT
(one package available)

In the runner's village we will put on entertainment for the runners and spectators. In return for this generous support, St. Modwen would provide the following benefits:

- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company logo and acknowledgement in the Race Pack sent out to all runners.
- Mention in the post-event press release circulated to industry trade media and local press.
- Branding on each of the entertainment areas including the band tent and marquee (at sponsor's own cost).
- Company name checked on the day as part of the prize giving.

Package Two

Runner's Village Sponsorship at £4,000 + VAT
(one package available)

In return for this generous support for hire of facilities for the runner's village and any additional facilities for the day, St. Modwen would provide the following benefits:

- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company logo and acknowledgement in the Race Pack sent out to all runners.
- Company name checked on the day as part of the prize giving.
- Logo featured on the vouchers for a free meal for all participant runners.





Package Three

Food Sponsorship at £2,500 + VAT (two packages available)

All runners will be given a voucher for £10 to spend at one of the vendors in Herbert's Yard. In return for this generous support, St. Modwen would provide the following benefits:

- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company name checked on the day as part of the prize giving.
- Logo featured on the meal voucher.
- Company logo and acknowledgement in the Race Pack sent out to all runners.

Package Four

Goody Bag Sponsorship at £2,500 + VAT (one package available)

Every runner will be given a goody bag as they cross the finish line. Included in goody bag will be snack / protein bar / banana / medal / the bag itself.

In return for this generous support, St. Modwen would provide the following benefits:

- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Logo featured on goody bags given to all participants.
- Acknowledgement in the Race Pack sent out to all runners.
- Company name checked on the day as part of the prize giving.





Package Five

Sports massage therapy tent at £1,500 + VAT
(one package available)

In return for this generous support, St. Modwen would provide the following benefits:

- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company logo and acknowledgement in the Race Pack sent out to all runners.
- Company name checked on the day as part of the commentary.
- Logo featured on a pull up banner outside the massage tent (at sponsor's own cost).



Package Six

Trophy Sponsorship at £500 + VAT
(eight packages available)

This package will fund one of the 8 trophies given out on the day, for the below categories. For 2022, we have the following eight packages available for trophy sponsorship:

- Fastest Male Under 45 at 10k
- Fastest Female Under 45 at 10k
- Fastest Veteran Male 45+ at 10k
- Fastest Veteran Female 45+ at 10k
- Fastest Team at 10k
- Fastest 5K male
- Fastest 5k female
- Highest company sponsorship total

In return for this generous support, St. Modwen would provide the following benefits:

- Company logo engraved on winning trophy at event.
- Company will be named checked on the day as part of our prize giving and you will be invited to attend to hand over the trophy.
- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.





Package Seven

T-shirt sponsorship at £3,000 + VAT
(one package available)

This package is sponsoring the branded t-shirts that the St. Modwen runners will be provided with. In return for this generous support, St. Modwen would provide the following benefits:

- Company logo featured on the St. Modwen runner's t-shirts.
- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company will be named checked on the day as part of our prize giving and you will be invited to attend to hand over the trophy.

Package Eight

Water sponsorship £1,000 plus VAT
(one package available)

This package is sponsoring the water on the day for runner's and will be at the finish line. In return for this generous support, St. Modwen would provide the following benefits:

- Company logo on the water bottle.
- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company will be name checked on the day as part of our prize giving and you will be invited to attend to hand over the trophy.



Package Nine

After party bar sponsorship at £3,000 + VAT
(two packages available)

New for 2022, we will be hosting an after party to give runners and spectators change to catch and network with each other. This sponsorship package will provide runners with two free drinks vouchers to enjoy at the party. In return for this generous support, St. Modwen would provide the following benefits:

- Company logo featured on the drink vouchers.
- Your company logo featured on the St. Modwen website on the event page and sponsorship page as well as the registration website.
- Company will be named checked on the day as part of our prize giving.



How to apply

To take up one of these sponsorship packages, please contact **Claire King** on claire.king@stmodwen.co.uk.

Sponsorship packages will be offered on a first come, first serve basis.

Bespoke Sponsorship

If one of these doesn't quite fit your requirements or budget, please get in touch for bespoke options.

