



For the last two years, the property industry has united behind LandAid to take on the LandAid 10k virtually, raising over £200,000.

But in its 25th year, the LandAid 10k is looking to be bigger than ever. There will be the option to take part in the run alongside other property professionals in Regents Park, or virtually wherever you're based in the UK. Together, raising money for young people facing homelessness, at a time when they need our support more than ever.

Why sponsor?

The LandAid 10k sees nearly 1000 runners taking part from across the industry from CEOs down to the newly qualified. The year, the event will be hybrid, with people taking part across the country. Sponsorship will provide significant and sustained brand exposure for your company across LandAid communications, print, online activity and marketing and branding on the day.

By sponsoring the LandAid 10k, you will help young people who have experienced homelessness across the UK. Over the last two years, the event has raised over £100,000, every penny of which has gone towards LandAid's mission to end youth homelessness.

LandAid



Headline Sponsor

1 x £15,000 x vat

Naming rights, The LandAid 10k sponsored by xxx – used across all marketing, press and PR

Logo used across The LandAid 10k microsite and used in all marketing materials shared with our contacts to over 200 property companies across our email & social channels

Acknowledgement in all Press & PR (pre & post event) including a quote from your CEO

Logo to feature in all paid marketing, with a reach of over 300,000 property professionals

Complementary entry for your employees, with opportunities to volunteer for those not keen on running

Private VIP Area in Event Village with own bar for runners and 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 4 x banners on the start / finish gantry

Logo will also feature on the following: Runner Numbers (sent to all participants), Medal Ribbons, Directional Markers and branding around the event village

Opportunity to speak to all participants before the run starts



Food / Drink Sponsor

2 x £5,000 x vat

Naming rights of the drinks / food reception after the event

Logo on plastic glasses, menus,

Flag banners

Acknowledgement on the LandAid website

Acknowledgement in the Race Pack sent out to all runners

Great network opportunity



Trophy Sponsor

8 x £1,000 x vat
(7 available)

Logo engraved on winning trophy at the event

Company will be name checked on the day as part of the prize giving

Opportunity to give out trophy at event

Acknowledgement on the LandAid website

Acknowledgement in the Race Pack sent out to all runners