

Race For LandAid

2025 Sponsorship Packages





After a year's hiatus, LandAid's oldest event, the LandAid 10K returns with a fresh new identity and vibrant new London home. Race for LandAid invites nearly 1,000 participants — CEOs to graduates, parents to pooches — to join in to support LandAid's mission. For 2025, this hybrid event offers the flexibility to take part in London or anywhere across the UK. With these changes, we aim to make this our most inclusive event to date.

Sponsorship provides extensive brand exposure across our communications, including print, online, social media, and event-day branding - a powerful way to showcase your company's commitment to change.

This is more than just an opportunity to enhance your CSR strategy, but a chance to join a movement for real change. Your support will help transform the lives of young people facing homelessness.

Every step brings us closer to providing homes to young people.

If you are interested in any of the sponsorship opportunities in this brochure, please contact our National Partnerships Team for more details:
partnerships@landaid.org

Headline Sponsor

1 x £15,000 +VAT

- Naming rights as Headline Sponsor
- 15 complimentary spaces (worth up to £600) in the Race for LandAid for your employees, with opportunities to volunteer at the event
- Extensive promotion throughout the entire event lifecycle — from pre-event communications through to event day and post-event reflections — reaching a targeted audience of over 10,500 property professionals across emails, online platforms, and social media channels, ensuring maximum visibility and impact
- Gain recognition as Headline Sponsor in all Press & PR activities
- Static branding at the event: Headline sponsor logo will appear alongside LandAid's on the start / finish gantry
- Logo will also feature on the following on all participant Runner Numbers, Directional Markers and on the ribbon of all medals
- Name & Logo featured prominently on the Race for LandAid microsite and prominently featured on all stewardship emails to event participants
- Opportunity to be featured in a blog on the LandAid website, which received over 16,800 views in the past year
- Speaking opportunity to address our participants to foster direct engagement and showcase your commitment to LandAid's mission
- Unlimited use of the Race for LandAid logo before, during and after the event
- Prominent acknowledgement in the Race Pack sent out to all runners
- Early access to event photographs for use post event

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary



Event Village Sponsor

2 x £5,000 +VAT

- Joint naming rights of the Race for LandAid Event Village
- Your company logo on drinks token given to all participants after the event
- Event branding around event village
- Exhibitor's pitch in event village
- Acknowledgement on the Race for LandAid sponsorship microsite
- Acknowledgement in the pre-event Race Pack sent out to all runners
- Unrivalled networking opportunity

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary



Water Sponsor

1 x £2,500 +VAT

- Logo featured on water containers at event, visible to all runners
- Logo featured on the Race for LandAid website with link to sponsor website
- Acknowledgement in the Race Pack sent out to all runners, largely made up of property professionals
- Opportunity to supply leaflets/ gifted product for goody bags (at sponsor's own cost)

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary

Warm Up Sponsor

1 x £2,5000 +VAT

- Naming rights of the Race for LandAid warm up
- A 10-minute warm up hosted by you
- Logo featured on Race for LandAid website with link to sponsor website
- Acknowledgement in the Race Pack sent out to all runners, largely made up of property professionals
- Opportunity to supply leaflets/ gifted product for goody bags (at sponsor's own cost)

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary



Massage Sponsor

1 x £2,500 +VAT

- Dedicated pitch to provide complimentary massages to event participants post-race
- Logo featured on Race for LandAid website with link to sponsor website
- Acknowledgement in the Race Pack sent out to all runners, largely made up of property professionals
- Opportunity to supply leaflets/ gifted product for goody bags (at sponsor's own cost)

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary

Entertainment Sponsor

1 x £2,500 +VAT

- Branding opportunity around the entertainment areas of the Run for LandAid Event Village
- Logo featured on Race for LandAid website with link to sponsor website
- Acknowledgement in the Race Pack sent out to all runners, largely made up of property professionals
- Opportunity to supply leaflets/ gifted product for goody bags (at sponsor's own cost)

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary





Trophy Sponsor

10 x £1,000 +VAT

- Logo engraved on winning trophy at the event (deadline Friday 16 May 2025)
- Company will be name checked on the day as part of the prize giving
- Acknowledgement on the Race for LandAid microsite
- Acknowledgement in the Race Pack sent out to all runners, largely made up of property professionals

Disclaimer: LandAid reserves the right to withdraw or substitute sponsorship benefits if necessary

LandAid is the property industry charity, working to end youth homelessness in the UK.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.



55 Baker Street
London
W1U 8EW

T: 020 3102 7190
enquiries@landaid.org
www.landaid.org
Tw: @landaid