



Weldmar Hospicecare  
Caring for Dorset

Reg Charity No: 1000414

# 2017 Business Sponsorship Opportunities

5,800+  
Facebook  
Likes

4,800+  
Twitter  
Followers



19,000+  
monthly  
website  
views

Trusted &  
respected  
local  
charity

Support your local hospice and gain valuable PR & marketing benefits as well as helping us to continue providing our care

[www.weld-hospice.org.uk](http://www.weld-hospice.org.uk)  
01305 261800

# Weldmar Hospicecare

## We need your support to continue our care

Thank you for taking the time to read this sponsorship pack which outlines the key sponsorship opportunities that Weldmar has available for the events we are holding in 2017. I hope you will agree that there is something for all types of businesses and budgets and we aim to ensure all businesses sponsoring Weldmar receive due recognition and benefits to add real value to your support.

Weldmar Hospicecare is an independent local charity that provides high quality care and support to patients and their loved ones across Dorset. We provide care in the comfort of patients own homes with Weldmar Community Nurses, at our inpatient unit at Joseph Weld Hospice in Dorchester and through our Wellbeing services all across the county. Our care is provided free of charge without charging a single penny to either the patient or their loved ones. We don't only care for our patients but also their children and extended family, our services really are there for everyone. We know that we could not deliver such vital services and care to our patients and their families without the support of local people and businesses just like yours. We really are truly grateful for your support. In the last reporting financial year 3,911 days of care were given in the in-patient unit, 3,216 days of day hospice care were offered to patients and around 1,000 patients were supported in the community and local hospitals by Weldmar staff. All our services are provided completely free of charge. However, to keep going, Weldmar needs to raise £10 every minute of every day to continue this care.

Not only will we ensure that your business receives fantastic value for money, we can guarantee that your support will mean that we can be there for patients and their loved ones who need our support in the future.



**Thank you for considering supporting Weldmar Hospicecare**

# Midnight Walk

Saturday 15<sup>th</sup> July 2017

[www.weld-hospice.org.uk/midnightwalk](http://www.weld-hospice.org.uk/midnightwalk)



2016 poster

**Description:** This ladies only event, is celebrating its 11<sup>th</sup> year in 2017. Since 2007, thousands of women have taken to the streets of Weymouth at the stroke of midnight and completed the 5, 6.5 or 10 mile route. Each walker is provided with an official Midnight Walk t-shirt and fun flashing headwear for the night. Plus before they take on their walk they can enjoy the pre-party at Weymouth College as well as indulging in a hot bacon roll and drink when they cross the finish line.

**Audience:** Ladies aged 14 years and over. We attract teams of work colleagues, friends, family and even Paralympians in 2012! 1,000 walkers are anticipated to take part in 2017 along with over 150 volunteers of all ages, both men and women.

## Headline Sponsor Package: £1,500

Worth  
£2,100+

What do I get in return for being the Headline Sponsor	How much is that worth?
Sole logo on the front of the walker t-shirts (1,000)	£800.00
Sole logo on the front of 20,000 flyers and 500 posters	£250.00
Logo on the Midnight Walk web page on the Weldmar website	£100.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event & logo on the big screen on the night	£150.00
Product/flyer placement in 1,000 Midnight Walk goodie bags	£150.00
10 complimentary places for the Midnight Walk	£180.00
Logo on all adverts in the press and half page advert in 1,000 walkers magazines	£450.00
Named as headline sponsor in all press releases and social media	PRICELESS

## Associate Sponsor Package: £750

Worth  
£915+

What do I get in return for being an Associate Sponsor	How much is that worth?
Logo on the back of the walker t-shirts along with other associate sponsors (1,000)	£200.00
Logo on the Midnight Walk web page on the Weldmar website	£100.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event	£75.00
Product/flyer placement in 1,000 Midnight Walk goodie bags	£150.00
5 complimentary places for the Midnight Walk	£90.00
Footer banner advert in 1,000 walkers magazines	£200.00
Mentions on Weldmar's social media platforms	PRICELESS

# Colour Run

## Saturday 6<sup>th</sup> May 2017

[www.weld-hospice.org.uk/colour](http://www.weld-hospice.org.uk/colour)



**Description:** This family fun event is open to all ages and in 2016 attracted over 2,000 participants from all across Dorset and beyond. Participants are provided with a white t-shirt which, by the end of the 4km run, will be covered in brightly coloured powder paint which will be thrown at them as they pass the Colour Stations. They are then rewarded with an after party with live music at Lodmoor Country Park in Weymouth.

**Audience:** All ages from 0-100+. In 2015 and 2016 it was mainly families that took part and in 2017 this event is part of 'Dorset's Brightest Weekend' with the Colour Run the Saturday and Bubble Rush on the Sunday attracting over 4,000 participants over the weekend.

### Headline Sponsor Package: £2,000

Worth  
**£3,285+**

What do I get in return for being the Headline Sponsor	How much is that worth?
Sole logo on the front of the participants t-shirts (2,000+)	£1,500.00
Sole logo on the front of 10,000 flyers and 500 posters	£150.00
Logo on the Colour Run web page on the Weldmar website	£200.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a Colour Station to brand and run on both days	£275.00
20 complimentary places for the Colour Run	£160.00
Your logo on the Weldmar car for 6 months along with the Colour Run information	£200.00
Logo on all adverts in the press and half page advert in 2,000+ walkers magazines	£500.00
Named as headline sponsor in all press releases and social media	PRICELESS

### Associate Sponsor Package: £700

Worth  
**£890+**

What do I get in return for being an Associate Sponsor	How much is that worth?
Logo on the Colour Run web page on the Weldmar website	£100.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a Colour Station to brand and run	£200.00
5 complimentary places for the Colour Run	£90.00
Footer banner advert in 2,000 walkers magazines	£400.00
Mentions on Weldmar's social media platforms	PRICELESS

**DOUBLE UP!**

Support both the Colour Run and the Bubble Rush for just £1,200 saving your business 15%

# Bubble Rush

## Saturday 7<sup>th</sup> May 2017

[www.weld-hospice.org.uk/bubble](http://www.weld-hospice.org.uk/bubble)



**Description:** This family fun event is brand new for 2017 and open to all ages. Over 2,000 participants will be provided with a white t-shirt which, by the end of the 4km run, will be covered in brightly coloured foam which will cover them as they pass through the various stations on the route. They are then rewarded with an after party with live music at Lodmoor Country Park in Weymouth.

**Audience:** All ages from 0-100+. It will mainly be families that take part and in 2017 this event is part of 'Dorset's Brightest Weekend' with the Colour Run the Saturday and Bubble Rush on the Sunday attracting over 4,000 participants over the weekend.

### Headline Sponsor Package: £2,000

Worth  
**£3,285+**

What do I get in return for being the Headline Sponsor	How much is that worth?
Sole logo on the front of the participants t-shirts (2,000+)	£1,500.00
Sole logo on the front of 10,000 fliers and 500 posters	£150.00
Logo on the Bubble Rush web page on the Weldmar website	£100.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a Bubble Station to brand and run on both days	£275.00
20 complimentary places for the Bubble Rush	£360.00
Your logo on the Weldmar car for 6 months along with the Bubble Rush information	£200.00
Logo on all adverts in the press and half page advert in 2,000+ walkers magazines	£500.00
Named as headline sponsor in all press releases and social media	PRICELESS

### Associate Sponsor Package: £700

Worth  
**£890+**

What do I get in return for being an Associate Sponsor	How much is that worth?
Logo on the Bubble Rush web page on the Weldmar website	£000.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a Bubble station to brand and run	£200.00
5 complimentary places for the Bubble Rush	£90.00
Footer banner advert in 2,000 walkers magazines	£400.00
Mentions on Weldmar's social media platforms	PRICELESS

**DOUBLE UP!**

Support both the Colour Run and the Bubble Rush  
for just £1,200 saving your business 15%

# Summer Fete

## 9<sup>th</sup> September 2017

[www.weld-hospice.org.uk/fete](http://www.weld-hospice.org.uk/fete)



**Description:** This event is extremely well supported and established within the Weldmar calendar. Celebrating the 20<sup>th</sup> Fete in 2015, thousands of people supported the event and helped raise over £25,000! As well as fun for the whole family, Celebrity Guest, Martin Clunes, has previously attended the event too attracting even more supporters. You will also be invited to run one of the stalls at the event, which also gives your employees a chance to volunteer too.

**Audience:** Fun for all the family! Around 3,000 people attended in 2015 and each year gets bigger and better than the last. This event is held at Joseph Weld Hospice in Dorchester in the meadow and grounds.

**Sponsorship Package: £1,500**

**Worth  
£1,900+**

What do I get in return for being the sole Sponsor	How much is that worth?
Logo on 500 posters and 6,000 flyers, distributed to local Weldmar supporters	£250.00
Logo on over 60 advertising boards across the county positioned on road sides	£350.00
Logo on a banner positioned over south street in Dorchester for two weeks	£250.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a 3x3 stall to promote your business	£250.00
Logo in the Summer Fete programme given to all supporters on the day	£200.00
Support announced over the PA system throughout the day by Wessex FM	£200.00
Logo on all adverts in the press	£300.00
Named as the event sponsor in all press releases and social media	PRICELESS



# Family Dog Show

## Saturday 10<sup>th</sup> June 2017

[www.weld-hospice.org.uk/dogshow](http://www.weld-hospice.org.uk/dogshow)



2016 poster

**Description:** Attracting hundreds of people each year, this event has now become a popular one with dog owners and families alike. A fun dog show, held in the meadow at Joseph Weld Hospice, with ten novelty classes with the chance for the winning pooch in each category to walk away with goodies and a rosette.

**Audience:** One for families and pet owners. Attracting people of all ages and dogs of all breeds.

**Sponsorship Package: £400**

**Worth  
£600+**

What do I get in return for being the sole Sponsor	How much is that worth?
Logo on 100 posters and 500 flyers distributed across the county	£95.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus a 3x3 stall to promote your business	£150.00
Logo in the Dog Show programme given to all supporters on the day	£125.00
Support announced over the PA system throughout the day	£50.00
Logo on all adverts in the press	£100.00
Named as the event sponsor in all press releases and social media	PRICELESS

## DOUBLE UP!

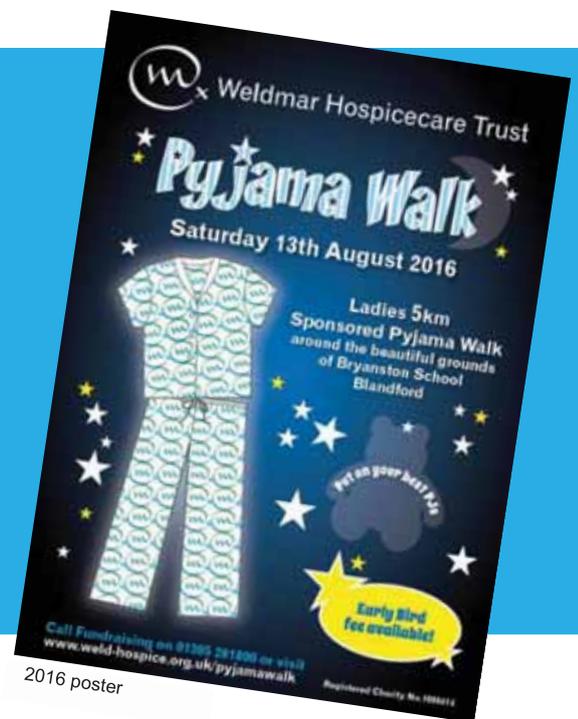
The sponsor of this event has the unique opportunity to also become the sole sponsor of Paws in the Park, a sponsored dog walk, held at Sherborne Castle each year. Pay just £200 more for an additional package worth over £500!



# Pyjama Walk

19<sup>th</sup> August 2017

[www.weld-hospice.org.uk/pyjamawalk](http://www.weld-hospice.org.uk/pyjamawalk)



2016 poster

**Description:** A sponsored walk in the beautiful grounds of Bryanston School in Blandford. Participants are encouraged to dress up in their pyjamas to complete this 5km sponsored walk starting at 10pm. On return to the school they are rewarded with a delicious bacon roll as well as a hot drink and their well-deserved medal and goodie bag.

**Audience:** Open to ladies (and new for 2017, men too) aged 14 years and over. This event is heavily advertised in north Dorset throughout Blandford, Sturminster Newton, Shaftesbury, Gillingham and Sherborne as well as throughout the rest of the county.

**Sponsorship Package: £500**

**Worth  
£640+**

What do I get in return for being the sole Sponsor	How much is that worth?
Logo on 200 posters and 2,000 flyers distributed around the county	£175.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus an area to promote your business	£80.00
Logo on the big screen on the night	£40.00
Product/flyer placement in all Pyjama Walk goodie bags	£75.00
Logo on all adverts in the press	£100.00
5 complimentary places for the Pyjama Walk	£70.00
Named as the event sponsor in all press releases and social media	PRICELESS



# Weymouth Fireworks

## Sunday 27<sup>th</sup> August 2017



2016 poster

**Description:** In 2014 the Weymouth and Portland Borough Council took the decision to no longer fund the popular fireworks displays held on Weymouth Seafront every Monday in August. Weldmar Hospicecare took the decision to take over the organisation of the event, attracting local businesses to fund the fireworks, allowing Weldmar to carry out a day of fundraising activities along the seafront and collect money during the displays. In 2014, 2015 and 2016 Weldmar raised enough money from the businesses to hold a display on August bank holiday. In 2017, Weldmar would like to hold the popular fireworks for another year. You will be joining force with a group of other local businesses to help fund the 27<sup>th</sup> August display which attracts both tourists and locals alike.

**Audience:** People of all ages. Both tourists and the local community support this event so lots of advertising opportunities!

**Associate Sponsorship Package: £750**

**Worth  
£1,000+**

What do I get in return for being an Associate Sponsor	How much is that worth?
Sole logo on 200 posters and 2,000 flyers distributed around the county	£175.00
An active link to your website from the event page on the Weldmar website	£100.00
Your branding at the event plus an area to promote your business	£150.00
Logo on a large banner displayed on the seafront throughout July/August	£100.00
Support mentioned over the PA system across Weymouth Bay throughout Sunday	£250.00
Logo on all adverts in the press	£250.00

**THIS SPONSORSHIP PACKAGE IS EXCLUSIVELY AVAILABLE FOR THE  
FIRST 20 BUSINESSES ONLY**

# Other Event Opportunities



## Firewalk

**£500**

Each October, around Halloween we hold our spectacular Firewalk events. Burning hot embers which reach 800 degrees Fahrenheit and a group of supporters who bravely walk bare foot over the coals. In return for your support, your logo will be on all the posters, flyers, advertising boards and t-shirts. In addition you can have a stand at the event as well as have a link to your website on the Weldmar website. This is one hot event!

## Superhero Fun Run

**£500**

This event is back for a second year on Sunday 24<sup>th</sup> September. Open to all ages and starting and finishing from Bridport Football Club, this is a fantastic event for the whole family. In return for your support your logo will be on all the posters, flyers and advertising boards. In addition you can have a stand at the event as well as a link to your website on the Weldmar website. Be a hero for your local hospice and sponsor this event!

## Boat Cruise

**£500**

On a warm August evening, sailing down Wareham River you will find our Boat Cruise. With 100 supporters on board all enjoying fish and chips before docking back at Poole Quay to enjoy the amazing fireworks ahead. In return for your support, your logo will be on all the posters, flyers, and tickets. In addition you can have 5 complimentary tickets on board as well as have a link to your website on the Weldmar website. All aboard!

## Family Santa Fun Run

**£500**

In aid of a fantastic Claus is our Family Santa Fun Run. Running through Dorchester are our fab Santas who have to find treats for their sacks on the way round. It's a fantastic festive event. In return for your support your logo will be on all the posters, flyers and participant packs. In addition you can have 5 complimentary places for the run as well as have a link to your website on the Weldmar website. We ho-ho-hope you can sponsor this event.

## Overseas Challenges

**£500**

Each year we hold an Overseas Challenge with 2017 being the Borneo Jungle Challenge. A group of supporters take on the amazing trek to raise as much money as possible for Weldmar. In return for your support, your logo will be on all the participant t-shirts which are worn in the lead up to the event, to the airport and back again. These photos are heavily promoted in the press too showing off your branding. You will also get a link to your website on the Weldmar website as well as complimentary tickets to our appreciation evening post event.

## Running Events

**£500**

From the London Marathon to Bournemouth Marathon Festival, Weymouth Half Marathon to Great South Run. We provide all our runners with a Weldmar running vest. In return for your support, your logo will be on all the Weldmar vests which are worn in the lead up to the events, as well as on the big day too. Your logo may even be caught on TV when our London Marathon runners run. You will also get a link to your website on the Weldmar website as well as complimentary tickets to our appreciation evening post event.

# Other Business Opportunities



There are various other ways that your business can support Weldmar Hospicecare too. Here are just a few more sponsorship opportunities available for you

## Sponsor a month in the Weldmar Calendar: £150

Every year we print our very own calendar which is on sale throughout our chain of charity shops as well as at various events across the county. Your company can sponsor a month in our calendar and in return you will receive a banner advert on that specific month.  
A great way to advertise a monthly offer or seasonal product.

## Become a Newsletter sponsor: £1000

Each year we distribute 28,000 printed newsletters to our supporters across Dorset and beyond. The first edition is sent in the spring to 14,000 and another 14,000 are posted in autumn each year. You can have a sole sponsor advert in one of these editions for just £1,000. We also send out an e-newsletter once every two months to all our supporters with email addresses. This, on average, is sent to 11,000 people. You can be the sole sponsor of the e-newsletter for one year for six months. Your sponsorship will include a banner advert on the foot of the newsletter with a link directly to your website included.

## Sponsor the prizes in our annual Draw: £500/£200/£100

We hold two main draws each year throughout both summer and Christmas. We are looking for businesses to sponsor the prize money (1<sup>st</sup> Prize £500, 2<sup>nd</sup> Prize £200, 3<sup>rd</sup> Prize £100) for which your logo will be on over 200,000 raffle tickets. These are also distributed to our supporters throughout the year and are displayed at our fundraising events across the county.

## Become an Affiliate Business: £25

Join our catalogue of businesses who are already part of our Affiliation Card. For just £25 a year you can attract more customers into your company. Our Affiliation Cards are sold throughout the year to supporters who in return, present their card at participating businesses for a discount. It's a win all round!

# Other ways to show your support & value for money

**Weldmar's calendar of events grows bigger each week and there may be a range of other activities that you might be able to sponsor. For example, these could include the following:**

- Light up a Life Campaign (£3,000)
- Wine Tasting at Pennsylvania Castle (£500)
- Evening of Appreciation for our supporters (£500)
- Advert in the annual Weldmar Events Magazine (£100 per advert)

**Alternatively why not consider adopting Weldmar Hospicecare as your Charity of the Year. Supporting our work in this way, doesn't just allow your business to raise money for Weldmar but also educates your staff about the work of hospices as well as helping to boost morale and building teams.**

**Along with all the other fantastic benefits of supporting Weldmar Hospicecare, as explained in this pack, you will receive the following:**

- A fantastic image amongst your current and future clients as well as within your competitive and neighbour businesses. Supporting a well-respected local charity really is a positive image for your brand
- Support and professional relationship from a dedicated fundraiser who will offer you and your staff tailored presentations, tours of the hospice plus so much more
- A framed certificate of support to display in your reception area or till points. This will include information about how your business is supporting Weldmar, and how it is making a difference to people right here in Dorset. You will also be invited to our Evening of Appreciation held each year to acknowledge the support of local individuals.

**And what about value for money? Well, as well as money can't buy items (some of which are explained above) you will receive excellent value for money. Here is an example of how much it could cost if you advertised your business in the press:**

- Local County Magazine – Full Page, £975.00 / Half Page, £550.00
- Local Newspaper – Full Page, £1,000 / Half Page, £500
- National Newspaper – thousands of pounds

**So contact us today, help boost your businesses profile to future local customers and support your local hospice. To discuss any of these opportunities further, please contact Fundraising on 01305 261800 or email [fundraising@weld-hospice.org.uk](mailto:fundraising@weld-hospice.org.uk)**