

Sponsor Package for Striding for Survival 2018



Striding for Survival

Pancreatic Cancer Action's annual challenge event! Now in its 5th year the event has become a well-established event which forms part of the Pancreatic Cancer Action's event repertoire!

Designed for family and friends of those who have been touched by pancreatic cancer, the walk encourages participants to come together and raise awareness and funds!

There is a registration fee of £10 to encourage more participants and we do not set a minimum target for sponsorship; the event is as much about raising awareness as it is funds.

There are just over 100 participants attending the Virginia Water event and this number rises each year.

Also new for 2018, we are establishing "Stride for Survival" and giving supporters the opportunity and materials to organise their own event in a location of their choice. There will be sponsorship opportunities available for this event too. More details to follow.

Our event reach:

We invest in marketing our events and believe in the importance of appealing to wide demographic. We make sure we reach our target audience with the right messaging and at the right time and are always seeking new media opportunities.

Our participants range in age from young children to over 65 year olds and come from all different walks of life, they all however have been touched by pancreatic cancer in some way. However, the location is open to all and the park hosts families picnicking, runners, cyclists and walkers and is especially busy in June when the event takes place.

Over three million people visit the park every year!



Why sponsor?

Boost your Brand!

Brand stature:

1 Your brand deserves maximum exposure in the market place and by partnering with Pancreatic Cancer Action at our Striding for Survival event we will make sure that we achieve that.

We will deliver a marketing plan which will cover the months leading up to and after the event and give your brand the exposure it deserves.

We will invest in building a relationship with you and your team to make sure we establish the best possible sponsorship plan that accommodates your needs and best reflects your brand.

Brand loyalty:

2 Your company may want to nurture a new audience or customer base, or it may be a customer base they already have and want to reinforce their links with.

Corporate Social Responsibility (CSR):

3 Through sponsoring our event you can a) show staff what kind of company you are, and b) get your staff involved in volunteering for charity. Event sponsorship can be about taking part too, so maybe having some staff involved with the event or volunteering on the day could be a good way to promote the partnership. There is benefit for both sides in doing that!

Cause Related Marketing (CRM):

4 Partner with PCA to market a specific product, image or service. It can promote positive PR coverage and a link for consumers to align with a charitable cause. By partnering with PCA companies can create a point of interest for new customers.

Media Exposure

Social media reach

Our social media continues to increase at a steady rate and we will guarantee a high reach and engagement across all our channels.

27,000 followers



Facebook posts are tailored to target a specific audience

2,000 followers



We will tweet and retweet relevant businesses and people

12,000 followers



We post images of supporters and re-post other images that are related to our cause

250 followers



Blog post to our network

Action Magazine

We have two print runs a year of the Action Magazine which is sent as a postal maillot. By featuring in the magazine your brand will be seen by over 6000 people.



Website

With over 14,000 visits to our website each week, featuring in a blog post on the front page will give you maximum exposure, increasing your brand recognition.

Just diagnosed? Find the information, help & support you need.

- WHAT IS IT?**
Pancreatic cancer occurs when a malignant tumour forms in the pancreas.
- SYMPTOMS**
Sometimes called a "silent cancer", the early symptoms are often vague and unrecognised.
- DIAGNOSIS**
Symptoms need quick investigation, usually by a CT scan and early referral to a specialist.
- TREATMENTS**
Pancreatic cancer may be treated with surgery, radiation therapy, or chemotherapy.

Sponsorship Packages

Packages tailored to you

	Bronze	Silver	Gold	Platinum	Platinum Plus
	£200	£500	£800	£1000	£1500
Social media mentions	X	X	X	X	X
Blog post on PCA website	X	X	X	X	X
Dedicated Press Release		X	X	X	X
Free places for 5 participants			X	X	X
Logo on all printed materials			X	X	X
Logo on route signs				X	X
Mention in the Action Magazine				X	X
Logo on our Striding for Survival t-shirts					X
Logo on Sail Banners (runs for three years)					X

We have developed unique sponsor packages to ensure that you get the maximum exposure for your brand when partnering with Pancreatic Cancer Action.

If you would like to discuss sponsoring Striding for Survival or any other opportunities then please do not hesitate to contact Lucy at Lucy@panact.org.