

Citywest Fun Walk – Sponsorship Proposal



We are delighted to confirm that the 5th annual Citywest Fun Walk will take place on Thursday 26th May 2016. Once again this popular and fun event will bring together the businesses and residents of Citywest to be lunchtime hero's and raise funds for Barretstown.

The event starts and finishes opposite the DCU Ryan Academy and the planned route should take no more than 30 minutes to complete. Last year over 300 people took to the streets on the campus to enjoy a lunch time walk, meet colleagues and make new friends.

The Citywest Fun Walk is organised each year by a hardworking and dedicated committee made up of employees from businesses throughout Citywest and surrounding areas. It is fully supported by the Citywest Campus and is a great opportunity to come together as a community to enjoy a fun walk and support Barretstown.

Your support will directly enable Barretstown to welcome over 2,700 children and families affected by cancer and other serious illnesses to take part in their programme of Therapeutic Recreation onsite and 2,500 children through their Hospital Outreach Programme (HOP).

Every year we depend on vital sponsors to help make this event happen and would love if you could support the Citywest Fun Walk this year.

Will your business be a lunchtime hero this year?

The Details:

Date	Thursday 26 th May
Time	1pm – it shouldn't take more than 30 minutes.
Start Point	The Fun Walk starts and ends opposite the DCU Ryan Academy, Citywest Campus
The Route	The route is 5km and goes through the Citywest Campus
Costs	Registration for the event is €15 with all funds raised supporting Barretstown
Registration	People register online at www.citywestfunwalk.com (registration open)
Pop Up Registrations	Pop up registrations take place in larger business during lunch before the event to help drive sign ups and to make registration easier for staff
2015	Over 300 people took part in the Fun Walk in 2015, this year we hope to break the 500 mark.

Sponsorship Levels:

Sponsorship is vital for the event and all funds raised go towards transforming the lives of children and families living with cancer and other serious illnesses. There is a great amount of exposure for your business included for all sponsors, so we ask that you be as generous as possible.

What do you get as a Sponsor?

1. Headline Sponsor- €2,500 *Honda has taken this package however, there are more ways to get involved – please see below*

- **Placement on the N7 Citywest Road Sign for the month of June worth more than €5k! 92,000 cars a day pass this sign everyday so it would be a fantastic branding opportunity (image below)**
- Recognition as a sponsor on the event website www.citywestfunwalk.com, with your logo and a link to your website
- Inclusion on a Sponsor Wall on the day of the event at the Start/Finish line
- Inclusion in the Thank You flyer inserted in the goodie bag for all participants
- Opportunity to include an item/product in the goodie bags
- Mentions on social media promotion for the event
- On stage verbal mentions/credits by the MC on the day
- The opportunity to show your staff a commitment to working on a Citywest community event and supporting a charity

2. Gold Package - €750

- Recognition as a sponsor on the event website www.citywestfunwalk.com, with your logo and a link to your website
- Inclusion on a Sponsor Wall on the day of the event at the Start/Finish line
- Inclusion in the Thank You flyer inserted in the goodie bag for all participants
- Opportunity to include an item/product in the goodie bags
- Mentions on social media promotion for the event
- On stage verbal mentions/credits by the MC on the day
- The opportunity to show your staff a commitment to working on a Citywest community event and supporting a charity

3. Silver Package - €500

- Recognition as a sponsor on the event website www.citywestfunwalk.com
- Inclusion on a Sponsor Wall on the day of the event at the Start/Finish line
- Inclusion in the Thank You flyer inserted in the goodie bag for all participants
- Opportunity to include an item/product in the goodie bags

4. Bronze Package – €250

- Recognition as a sponsor on the event website www.citywestfunwalk.com
- Inclusion in the Thank You flyer inserted in the goodie bag for all participants
- Opportunity to include an item/product in the goodie bags

Other Ways To Support the Citywest Fun Walk:

If you are unable to become a sponsor this year, there are lots of other ways you can support the event and help to drive registrations.

- Encourage your staff to be a Lunchtime Hero and register for the event at www.citywestfunwalk.com (*registration for 2016 open*)
- Host a Pop Up Registration over lunchtime in your office to help drive sign ups
- Offer match funding to staff who register to show your support for the event
- Engage with your Sports & Social teams to make it a fun lunchtime event for all your staff
- Join the committee and help to make this year the most successful yet

For More Information Please Contact

If you have any queries or need any further information please contact:

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Mike Conway	Committee Member	Milish Foods	mconway@milishfoods.ie
Caroline Dunne	Charity Representative	Barretstown	caroline.dunne@barretstown.org



Thank You