



Sponsorship Proposal

Your opportunity to be part of Peterborough's first Paddle 4 Shaw Event.

This year we are launching our first ever Paddle 4 Shaw event which will be taking place over the weekend of 18th/19th July 2009.

We are hoping to attract hundreds of canoeists from across the country to raise as much money & awareness as possible for The Prostate Cancer Charity & Sue Ryder Care, Thorpe Hall Hospice. We want to put this event on the map & get it recognised as "One for the boys" in the same way that the ladies have their race for life.

We are seeking sponsorship from local companies to ensure that every penny raised by the canoeists taking part in this new & exciting event goes directly to the charities.

In return for your support, we can offer the following benefits:

Publicity

Branding and acknowledgements

- Company details on specific items depending on sponsorship e.g. T shirts, medals, event numbers etc
- Your support will be acknowledged in event literature and media activity.
- Company logo on posters

Promotion

- Opportunity to put literature or samples in the goody bags
- Opportunity to have a stand/presence at the event on Peterborough Embankment

Media

- Your support will be mentioned in all press releases and we could call upon you for quotes, case studies, photo calls or radio interviews.

Employee involvement

- Volunteer over the weekend – whilst the men are canoeing we will require help at all locks and on the Embankment.
- Anyone interested in participating but unsure of their fitness/ability, then why not get a team together and make it a relay.

The Prostate Cancer Charity

The Prostate Cancer Charity is dedicated to providing support and information to men with prostate cancer and their families as well as undertaking high quality scientific research into prostate cancer.

The Prostate Cancer Charity research programme focuses solely on research into prostate cancer. They provide the only UK wide prostate cancer helpline staffed by prostate cancer specialist nurses. This provides free & confidential information and support to anyone affected by prostate cancer.

- Prostate cancer is the most common form of cancer in men.
- 32,000 men are diagnosed with prostate cancer every year.
- Most men diagnosed with prostate cancer are over the age of 50
- One man dies every hour from Prostate cancer that's 10,000 men each year.
- 70 per cent of adults do not know what the prostate gland does.

For further information please visit www.prostate-cancer.org.uk

Sue Ryder Care, Thorpe Hall Hospice

Hospice Care

The passionate & expert clinical team provide 24 hour care to over 500 patients every year. This specialised care includes the management of pain and symptom control and also focused on psychological, social and spiritual support. Their goal is to provide the best quality of life possible for the patients and vital support to the families.

Day Care

They provide clinical and respite care, companionship, activities and outings for 60 people every week, with conditions such as Multiple Sclerosis, Epilepsy, Stroke, Parkinson's disease, Motor Neurone Disease, Huntington's disease and acquired brain injuries.

Community Care

Currently bereavement councillors work in the community supporting families. Thorpe Hall would like to extend the service to provide specialist homecare, providing greater choice to the individuals that are cared for.

For further information please visit www.suerydercare.org/thorpehallhospice

Sponsorship options

Below is a list of great opportunities for you to be involved with a fantastic local event and a wide audience through the canoeists, their families and the local media.

Headline Sponsor

Be the main sponsor of this event and secure a place for your company's name on all the promotional material. You will also get prime position on the T shirts which will feature in all the photos. We will also provide you with a link from our website.

As the headline sponsor, we will ensure that you receive maximum exposure from your support of the event.

Headline sponsorship is £10,000

T Shirt Sponsor

Have your company name on the special T shirt, which each canoeist will be given to wear at and after the event. We will also be giving T shirts to the marshalls and helpers. The T shirts will feature heavily in photos of the event and will therefore be guaranteed to appear in press coverage of the event, which we expect to be vast.

- Sponsor the front of the T shirts for £2,000
- Sponsor the back of the T shirts for £1,500
- Sponsor both front & back for £3,000

Number Sponsorship

Have your logo on the numbers that every canoeist will not only be wearing but will also be clearly visible on their canoe at all times. These will appear in event photos and will be used in media coverage of the event.

Be the number sponsor for £350

Fencing Sponsor

Put your company name on every fencing panel around the secure enclosure on Peterborough Embankment. The total length is approx 300mts of continuous fencing plus crowd control barriers.

Fencing sponsorship £1000

VIP Tent Sponsorship

Put your company name and logo on the VIP tent which will be used for refreshments & shower facilities for the canoeists on event day. We are hoping to get some interest from celebrities who will then have the opportunity to give a talk on the Sunday. This will appear in event photos and will be used in media coverage of the event.

VIP Tent Sponsorship £500

Print Sponsor

Have your company name on all the promotional materials for this event including flyers, posters, banners, brochure. We will be advertising heavily in and around Peterborough and hope that no one will miss hearing about this fantastic event.

Be the Sole Sponsor for £2,000

In addition to financial support, we are also looking for gifts in kind or gifts of time:

- Lots of volunteers to help marshal each lock on the Saturday and also at the Embankment over the whole weekend.
- Donations of drinks and snacks for the canoeists – before, during & after the event.
- Donation of raffle prizes.
- If you are a qualified life saver your help would be very much appreciated.

Please contact us to discuss how you can help

We are most grateful for any support your company can offer. Everyone involved in this event is very excited and we hope you will share this enthusiasm to make it a great event for the people of Peterborough and raise lots of money for The Prostate Cancer Charity & Sue Ryder Care, Thorpe Hall Hospice.

A member of our committee will be happy to meet you to discuss the right sponsorship package for you.

Please contact Steve Shaw, Event organiser or Paula Perry on 01406 423191. Alternatively we can be contacted via our website www.paddle4shaw.co.uk where all event details can be found.