



Sponsorship Packages
Hearts and Heroes 2010

Contact

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Package Name	Amount	Naming	Media and PR	Brand exposure	Prizes	Renewal Option
Title Sponsorship (A)	£30,000	<ul style="list-style-type: none"> Logo appears as part of Hearts and Heroes logo wherever it is shown, including merchandise. 	<ul style="list-style-type: none"> Hearts and Heroes will hold a media re-launch to announce title sponsorship. Inclusion in all PR and/or advertising initiatives undertaken with event partners. 	<ul style="list-style-type: none"> Full page in event brochure. Inclusion in the goody bag. Brand exposure on medal ribbon. Website links and brand placement on event website. Branding on Sportident recording equipment. * Brand exposure at start, finish and checkpoints along the course and 	<ul style="list-style-type: none"> Nominee invited to present winners cup and speak at the post Challenge event. 	<ul style="list-style-type: none"> Option to extend commitment for up to 3 years.

* SportIdent are Challenge event timing specialists. Each competitor wears a wrist band and dibs in at each checkpoint to establish their exact timings.

				<ul style="list-style-type: none"> campsites. Branding rights to the hospitality tent 		
<u>Alternative</u> Title Sponsorship (B)	£20,000	<ul style="list-style-type: none"> Logo appears alongside that of Poppyscotland as part of Hearts and Heroes logo wherever it is shown, including merchandise. 	<ul style="list-style-type: none"> Hearts and Heroes will hold a media re-launch to announce title sponsorship. Inclusion in all PR and/or advertising initiatives undertaken with event partners. 	<ul style="list-style-type: none"> Full page in event brochure. Inclusion in the goody bag. Brand exposure on race numbers Brand exposure on medal ribbon. Website links and brand placement on event website. Branding on Sportident recording equipment. * Brand exposure at start, finish and checkpoints along the course and campsites. Branding rights to the hospitality tent 	<ul style="list-style-type: none"> Nominee invited to present winners cup and speak at the post Challenge event. 	<ul style="list-style-type: none"> Option to extend commitment for up to 3 years.
Platinum Package	£10,000		<ul style="list-style-type: none"> Hearts and Heroes will 	<ul style="list-style-type: none"> Brand exposure at start, finish 	<ul style="list-style-type: none"> Nominee invited to 	<ul style="list-style-type: none"> Option to extend

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			<p>hold a media re-launch to announce sponsorship.</p> <ul style="list-style-type: none"> Inclusion in all PR and/or advertising initiatives undertaken with event partners. 	<p>and checkpoints along the course and campsites.</p> <ul style="list-style-type: none"> Branding rights to the hospitality tent Inclusion in event goody bag. Website links and brand placement on event website Full page in event brochure. 	<p>present winners cup and speak at the post Challenge event.</p>	<p>commitment for up to 3 years.</p>
Gold Package	£7500		<ul style="list-style-type: none"> Access to Hearts and Heroes PR ops. 	<ul style="list-style-type: none"> Branding exposure on all 3 checkpoints. Full page in event brochure. Exposure in event goody bag. Website links and brand placement on event website. 		<ul style="list-style-type: none"> Option to extend commitment for up to 3 years.
Silver Package	£5000		<ul style="list-style-type: none"> Access to Hearts and Heroes PR ops 	<ul style="list-style-type: none"> Branding exposure around the 'supporters village'. Full page in 		<ul style="list-style-type: none"> Option to extend commitment for up to 3 years.

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				<ul style="list-style-type: none"> event brochure Inclusion in the event goody bag Brand presence and website links on event website. 		
Bronze/Checkpoint Sponsor	£2500			<ul style="list-style-type: none"> Branding exposure on the 2 main checkpoints. Brand exposure in the event brochure. Inclusion in event goody bag Brand presence and website links on event website. 		
Water stop sponsor	£1000			<ul style="list-style-type: none"> Branding exposure on the 3 waterstops. Brand exposure in the event brochure. Inclusion in event goody bag Brand presence and website links on event website. 		

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General Sponsorship e.g. the massage facility, band, catering etc.	<i>Negotiable on cost of event element.</i>			<ul style="list-style-type: none"> • Brand exposure and dedication on the chosen item eg, massage tent, bandstand etc. • Brand exposure in the event brochure • Brand presence and website links on event website. 		
Sponsorship 'in kind' If your company can provide it's goods or services to the event we would be delighted to talk to you	Priceless					
Brochure Advertising	Full page £400 Half page £250					
Perimeter advertising	£150					

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