SHEULTRA™

PARTNERSHIP OPPORTUNITIES

NO CUT OFFS ONLY SMILES

The Women's Cancer Fundraising Event SheUltra™
Partnership Opportunities information Pack. 2024 -2025
Event weekend 11th & 12th of April 2024. Llyn Peninsula
North Wales

Www.penllynultra.co.uk

Sponsorship Packages for SheUltra Event

Headline Sponsor Package - £50,000

Exclusive Naming Rights

- **Named Partner**: The sponsor will be the official named partner of the SheUltra event, gaining high visibility and association with the event.

Branding and Visibility

- **T-Shirts**: The sponsor's logo will be printed prominently on all participant and volunteer t-shirts,1,800 Entrants with a locally designed.
- **Website and Social Media:** Branding on SheUltra's official website and social media platforms, reaching both local and global audiences in the tens of thousands.
- **Banners**: Prime logo placement on banners at the start and finish areas, ensuring maximum visibility.
- **Logo on Tracker Link**: The sponsor's logo will appear on the tracking links sent to attendees, allowing continuous exposure.
- **Registration Visuals**: Visual branding at registration points, making a memorable first impression.

Enhanced Communication

- **Email Signatures**: The sponsor's logo included in email signatures of SheUltra's communications, extending the your brand's reach through every email.
- **Finish Line Board**: Prominent logo placement on the finish line board, capturing participants and spectators' attention and media.
- **TV Coverage**: Coverage on local and global TV broadcasts, offering broad exposure to a diverse audience and documentary.

Additional Perks

- **Main Stage Presence**: The sponsor's logo will be prominently displayed on the main stage (40m by 40m) throughout the event.
- **Regular Mentions by the MC**: Frequent recognition and shoutouts by the Master of Ceremonies during the entire weekend, reaching thousands of event attendees.
- **Expo Booth:** Inclusion of a branded booth at the event expo, allowing direct interaction with participants and attendees.
- **Registration Booth**: Placement of a branded booth at registration, ensuring early and prominent exposure.
- **VIP Area Access**: Exclusive access to VIP areas for sponsor representatives and their guests.
- **Product Placement**: The opportunity to place products or promotional materials in the event kit bags of all participants.
- **Digital Content**: Rights to co-brand digital content such as event highlight videos and recaps.
- **Event Passes**: Logo placement on participant passes for high visibility throughout the event.
- **Post-Event Celebrations**: Sponsor mentions and logo placement during post-event celebrations and award ceremonies.

- **Invitation to Press Events**: Opportunity for sponsor representatives to be present and speak at press events and media briefings.
- **Documentary Credits**: Listing in the credits of the official event documentary, ensuring lasting recognition.

Gold Sponsor Package - £20,000

Key Benefits

- **Shared Naming Rights:** The sponsor will be acknowledged as a Gold Sponsor of the SheUltra event.

Branding and Visibility

- **Website and Social Media**: Branding on SheUltra's official website and select social media posts.
- **Banners**: Prominent logo placement on event banners.
- **Logo on Tracker Link**: The sponsor's logo will appear on the tracking links sent to attendees.

Enhanced Communication

- **Email Signatures**: The sponsor's logo included in email signatures of SheUltra's newsletter and select communications.
- **TV Coverage**: Mention and logo placement in select local TV broadcasts.

Additional Perks

- **Main Stage Presence**: Logo displayed on the main stage alongside other Gold Sponsors.
- **Mentions by the MC**: Regular mentions and acknowledgments by the Master of Ceremonies throughout the event.
- **Expo Booth**: Inclusion of a smaller branded booth at the event expo.
- **Guest Passes**: Limited number of passes to the VIP areas for sponsor representatives.

Silver Sponsor Package - £10,000

Key Benefits

- **Participation Rights**: The sponsor will be acknowledged as a Silver Sponsor of the SheUltra event.

Branding and Visibility

- **Website and Social Media**: Logo placement on SheUltra's official website and mention in select social media updates.
- **Banners**: Logo placement on event banners along with other Silver Sponsors.
- **Logo on Tracker Link**: The sponsor's logo will appear on the tracking links sent to attendees.

Enhanced Communication

- **Email Signatures**: The sponsor's logo included in SheUltra's email signatures for specific

communications.

Additional Perks

- **Main Stage Presence:** Logo displayed on the main stage with other Silver Sponsors.
- **Mentions by the MC**: Occasional mentions by the Master of Ceremonies during the event.
- **Guest Passes**: Limited number of passes to certain event areas for sponsor representatives.

Bronze Sponsor Package - £5,000

Key Benefits

- **Participation Rights**: The sponsor will be acknowledged as a Bronze Sponsor of the SheUltra event.

Branding and Visibility

- **Website and Social Media**: Logo placement on She Ultra's official website.
- **Banners**: Logo placement on event banners along with other Bronze Sponsors.

Enhanced Communication

- Email Signatures: The sponsor's logo included in select communications from She Ultra.

Additional Perks

- **Main Stage Presence**: Logo displayed on the main stage with other Bronze Sponsors.
- **Mentions by the MC**: Limited mentions by the Master of Ceremonies during the event.
- **Guest Passes**: A few passes for sponsor representatives to attend specific event areas.

Finish Carpet Board Sponsors - £100 per Board

Key Benefits

- **Board Placement**: Sponsor's logo will be displayed on boards placed along the finish line carpet, offering visibility to all participants and spectators as they cross the finish line.

Additional Perks

- **Recognition**: Sponsor acknowledgment on She Ultra's official website and in event programs.

Aid Station Sponsorship - £1,500

Key Benefits

- **Exclusive Branding**: The sponsor's logo will be prominently displayed at one of the aid stations throughout the She Ultra event.
- **Signage**: Branded signage at the aid station welcomes participants and ensures sponsor visibility.
- **Event Program Mention**: Acknowledgment in the event program and on She Ultra's official website.

Additional Perks

- **Product Sampling**: Opportunity to distribute samples of products to participants at the aid station.
- **Social Media**: Mention of the sponsor in a dedicated social media post related to the aid station.

Volunteers Apparel Sponsorship - £4,500

Key Benefits

- **Apparel Branding:** The sponsor’s logo will be prominently displayed on all volunteers' apparel, ensuring continuous visibility throughout the event.
- **Recognition in Event Program**: Acknowledgment in the event program and on She Ultra’s official website.
- **Signage at Volunteer Stations**: Branded signage at volunteer stations to enhance visibility.

Additional Perks

- **Social Media Shoutout**: Dedicated social media post thanking the sponsor for providing volunteer apparel.
- **Event Day Announcements**: Sponsor mentions during event day announcements, recognizing their support.

Expo/Registration Sponsorship

Stand Rental Costs

- **Daily Renta**l: £450 plus VAT per gazebo per day.
- **Two-Day Renta**l: £800 plus VAT for both Friday and Saturday.

Key Benefits

- **Booth Branding**: The sponsor’s logo will be displayed at a designated spot in the expo/registration area, ensuring early and significant visibility.
- Signage at Registration: Branded signage at the registration points to enhance visibility.

A**dditional Perks**

- **Event Program Mention**: Acknowledgment in the event program and on She Ultra’s official website.
- **Social Media Mention**: A mention in She Ultra’s social media updates ensuring continuous exposure.

Finish Village Gazebo Sponsorship

Stand Rental Costs

- **Daily Rental**: £450 plus VAT per gazebo per day.
- **Two-Day Rental**: £800 plus VAT for both Friday and Saturday.

Key Benefits

- **Prime Location**: Gazebo placement in the high-traffic finish village area, ensuring maximum visibility and interaction.
- **Customizable Space:** Provides a customizable space for sponsors to showcase their brand and products.

Additional Perks

- **Event Program Mention**: Acknowledgment in the event program and on She Ultra’s official website.
- **Social Media Mention**: Mention in She Ultra’s social media updates, ensuring continuous exposure.

About SheUltra and Sponsorship Impact

The SheUltra™ Women's Cancer Fundraising Charity Event is a powerful initiative aimed at supporting women affected by cancer, whether they are battling the disease, supporting a loved one, or mourning a loss. This event unites women of all fitness levels to challenge themselves and raise funds for vital cancer support services.

By partnering with SheUltra, sponsors have the opportunity to make a significant impact both locally and globally. Locally in the UK, the funds raised help provide essential services and support to women in communities with Cancer,Women living with someone with Cancer and supporting those who have lost someone to cancer, ensuring they have access to the care and resources they need. Globally, the event raises awareness about women's cancer issues, encouraging a broader conversation and fostering a sense of solidarity among women worldwide.

Being a partner with SheUltra means taking on the responsibility of contributing to the fight against cancer, promoting health and wellness, and supporting a cause that touches the lives of countless women. It's a chance to be part of a movement that empowers women, breaks down barriers, and makes a tangible difference in the lives of those affected by cancer.