



**Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> June 2018**

## **Sponsorship Proposal**

Horwich Festival of Racing (HFoR) is dedicated to building relationships that will support the delivery of the festival.

Unique in the country, it is a multi-sport event enabling beginners, enthusiasts and elite athletes to take part in a series of races across the weekend including cycle road racing, road running, unicycling, sprint orienteering, fun run and cycle, under 14's duathlon and over 18's team/individual triathlon and it is the home of the British Masters running and walking national championships, the North West NHS Tri and an elite Grand Prix. The festival's key objectives are to enable:

- elite athletes to compete on an unusual town centre course in close proximity to the spectators
- spectators to see world-class athletes competing in their community
- young people to compete in their sport in a safe, competitive and well managed community setting on the same course and under the same rigorous conditions as elite athletes.

### **Our Mission:**

**Horwich Festival of Racing is dedicated to providing a platform for the community to take part in and enjoy watching sport within a safe and positive environment. We believe that participation in sport brings benefits for all within the community. Please join us in delivering this mission**

Your brand:

The festival takes part over one weekend in June each year but is preceded by around four months of intensive publicity. By sponsoring the festival your company will gain exposure with placements in local papers, local radio, all festival leaflets, entry forms, posters, within the programme, banners, signage and also online through links on the HFoR website, Twitter and Facebook alongside associated exposure over the festival weekend.

Sponsorship of the Festival will provide access to an attractive consumer demographic. An estimated 23,000 people live in Horwich and a total of 270,000 in the Borough of Bolton with 2.6 million across Greater Manchester.

### **Sponsorship Levels Gold Package**

- Sponsor will receive naming rights on the festival for 12 months.
- Sponsor will receive 4 hospitality tickets to include a chauffeured tour of the course.
- Sponsor will be advertised on the Horwich Festival of Racing website, Facebook, Twitter pages and included in all marketing delivered and media releases associated with the festival.
- Sponsors banner will be displayed at the start/finish line.
- Sponsors will receive a full-page advert in the festival programme.

Package Price - £5,000

### **Silver Package**

- Sponsor will receive naming rights on an individual race
- Sponsor will receive 2 hospitality tickets to include a chauffeured tour of the course.
- Sponsor will be advertised on the Horwich Festival of Racing website, Facebook, Twitter pages and included in all marketing delivered and media releases associated with the festival.
- Sponsors banner will be displayed at the start/finish line. Sponsors logo will appear in the festival programme. Package Price - £3,000

### **Bronze Package**

- Sponsor will be advertised on the Horwich Festival of Racing website, Facebook, Twitter pages and included in all marketing delivered and media releases associated with the festival.
- Sponsors banner will be displayed at the start/finish line. Sponsors logo will appear in the festival programme.

Package Price - £1,500

In addition, HFoR will consider any sponsorship to accommodate any level of support and marketing budget timeframe.

**If you are interested in becoming a partner with HFoR please contact the Secretary, Christine Ellis at [ellis\\_manchester@hotmail.com](mailto:ellis_manchester@hotmail.com) to discuss the details.**