



Friends of Grewelthorpe
School: Charity no. 1050240



Friends of Fountains School: Charity
no. 1098811

The ever-popular FOUNTAINS 10K RACE is back for 2022!

Are you able to support our charities by sponsoring our race?

The Event:

The Fountains 10k race (www.fountains10k.co.uk) was established 22 years ago and has grown every year since. The race generally sells out quickly (and has done already this year!), despite the number of runners being increased each year up to a maximum of 700!

The date of the race this year is 15th May 2022.

It is a hugely popular event amongst both the local community and the wider running community, and is the biggest source of fundraising each year for The Federation of Grewelthorpe and Fountains C of E Primary Schools.

The Charities:

The event is being delivered as a collaborative venture between the fundraising committees of both of these small, rural primary schools, and all profits go directly to the schools for the benefit of the school communities. The money from previous races has funded a range of projects, including:

- Replacement of the condemned playground
- Building an outdoor area for the reception children
- Purchasing a fully interactive smart screen for the school hall

This year Fountains school is hoping to purchase some new interactive whiteboards for each of the classrooms with funds generated from the race, whilst Grewelthorpe school is continuing to try to raise enough funds to build a new classroom for the year 5/6 children who remain in a rather old portacabin at the back of the school.

How you can help:

We would be very grateful if you felt able to support our event this year. Previously local businesses have provided support either with cash sponsorship to help cover the costs of the event, or through the provision of a prize for our raffle, prizes for the runners, or items to go in the runner's goody bags. One of our primary sponsors has even provided members of staff to volunteer their time to help us run the event on the day!



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Head Teacher: Mrs P Acheson



Typically, our cash sponsors donate anything from £50-£2000 to help cover the operational costs of the race. Not everyone can support us as a cash sponsor, especially after the hardships of the last 24 months, but we are incredibly grateful for any amount of sponsorship you may feel able to provide, or any prizes you feel you can donate towards the raffle or prizes for the runners or the goody bags.

We are conscious that sponsorship needs to be a win-win situation, and therefore sponsors are provided with marketing opportunities in return for their generous donations as detailed below. The marketing opportunities can range from having naming rights for the race, prominent display of advertising banners at the race start/finish, and use of their logo to advertise their generous donation on all our forms of social media. We currently have 1410 people who follow the Fountains 10k Facebook page, with our posts reaching almost 3k people on a regular basis!

We are extremely grateful for any support that you can offer.

Thank you very much.

Yours faithfully,

Hannah Kitching
Race Director

hello@fountains10k.co.uk

Fountains 10k sponsorship options

| Sponsorship Level | What you put in | What you get out |
|-------------------|--|--|
| 1 | £2000 + (cash or product donation to the value of) | Naming rights for the race e.g. Acme Fountains 10k (sponsored by Acme) Primacy over other sponsors in all aspects A representative of the sponsor to present prizes, with associated media coverage of this (Ripon gazette to be invited to attend the event) All other marketing opportunities as detailed below |
| 2 | £501-£1999 (cash or product donation to the value of) | Marketing material to be re-posted on FB and website blog (sliding scale of frequency/prominence) Inclusion of marketing material on school websites and in school newsletters Consideration of marketing ideas/promotions before and on race day (sliding scale of scope) On-site stand/presence on race day Logo on raffle tickets Logo on sponsorship forms Logo on all communication with runners Exposure to local media on race day (Ripon Gazette to be invited to attend the event) Public mention and thanks in speeches after race (sliding scale of scope) Photo op to present cheque to The Friends of Fountains and Grewelthorpe schools and the headmistress All other marketing opportunities as detailed below |
| 3 | <=£500 (cash or product donation to the value of) | Participation announced via website and Facebook page Liked/followed on Facebook by Fountains 10k Logo (with embedded web link) on website Logo displayed in Race start/finish area |