



**BEACH AND  
WATERSPORTS  
CHWARAEON  
TRAETH A DŴR**  
SWANSEA BAY | BAE ABERTAW



# 2018 Swansea Bay Summer 5k Series & Fun Run Sponsorship Opportunities

# Series Overview

- This is the 2nd annual annual Swansea Bay Summer 5k Series and Fun Run which will be held on Thursday, 10<sup>th</sup> May, 14<sup>th</sup> June and 12<sup>th</sup> July 2018.
- Our aim is to provide a fun, safe and competitive 5k for the whole running community of Swansea, which includes clubs and fun runners to enjoy in a family friendly social environment.
- Our reach will be over 400 competitors, an additional 100 spectators and volunteers, over 100,000 through our marketing campaign.
- Entry fees are low to ensure financial accessibility for all – we rely on sponsorship to ensure the success & sustainability of the series.
- The series is organised by a volunteer team of committed, passionate & professional committee members made up from the Paul Popham Running Club and associated charity and 360 Beach and Watersports.
- The series will be hosted by 360 Beach & Watersports, a not for profit venue at the heart of Swansea Bay.
- Any profits from the series will be donated to the Paul Popham Fund, Renal Support Wales to support their wellbeing project for transplant patients to take part in transplant games.



# Silver Sponsor

**A fantastic opportunity to raise your brand awareness & support this community focussed charity sporting event.**

- Printed:** Your logo / advert will be on series flyers (10,000)
- Social Media:** Regular updates on both Paul Popham (FB 1650 likes) & 360 Beach & Watersports accounts (FB 7150 likes)
- On Site:** You are welcome to supply banners which would be displayed in the start / finish area
- Marketing:** You are welcome to provide printed material for us to put in participants 'goody bags'

**Silver Sponsor: £100 + VAT**



# Gold Sponsor

**A fantastic opportunity to raise your brand awareness & support this community focussed charity sporting event.**

- Printed:** Your logo / advert will be on series flyers (10,000).  
Your logo will be on the start / finish race arch.  
Your logo will be on all race numbers.
- Social Media:** Regular updates on both Paul Popham (FB 1650 likes) & 360 Beach & Watersports accounts (FB 7150 likes).
- On Site:** You are welcome to supply banners which would be displayed in the start / finish area.  
You would be regularly mentioned on the event tanoy.
- Marketing:** Your logo/advert will be included in press releases and on our website.  
You are welcome to provide printed material for us to put in participants 'goody bags'
- Gold Sponsor: £300 + VAT**



# The next step...

- To confirm your chosen sponsorship option please email [joanne@paulpophamrunningclub.co.uk](mailto:joanne@paulpophamrunningclub.co.uk)
- We will require your logo in high resolution & an advert in 1:3 landscape format if you would like this featured on the series flyer.
- For the Gold Package we will require a brief on your company and a link to your website.
- We will require your invoice details.
- Please get in touch for further information.