

# London Santa Run



Charity Packages 2018

*'Come Join London's Largest Santa Run!'*





# Event Details

Snowflakes. Candy Canes. Snowmen. Elves. Presents. It can only be Christmas!

Hitch up your sleigh for London's largest Santa Run and bring a flash of red to the streets of London with thousands of runners dressed as Santa Claus to spread festive fun and burn a few cheeky calories for the holidays. Your supporters can walk, jog or run their way around a 5k or 10k course and recover to the sounds of festive music, while sampling the delights of mince pies. Don't forget the kids! They can enjoy a mini run before the main event – FREE!

**Date:** 2<sup>nd</sup> December 2018

**Location:** Victoria Park, London

**Who is it for:** Everyone! (Wheelchair and pram friendly route)

**Includes:** FREE Costume, Best Costume Competition and a free mini run for the under 8's!



# Audience Profile



## Gender

60% Female  
40% Male



## Location

London: 59%



## Age

25 - 34: 50%  
35 - 44: 50%



## Avg. Sponsorship

£250





# Channel Stats



**Avg. Monthly  
Visitors**

3,500



**Email Subscribers**

20,000+



13.1k



1.2k



4.7k





# Lapland Package

## COSTS

**£6,500 (£3,000 refunded post event – Based on  
200 places filled)**

*\*Maximum of two charities*



## THIS IS A 200 PLACE PACKAGE

**All benefits from the Reindeer Package Plus:**

**‘Gold Partner’ listing on the new Santa Run website**

Homepage and charity page advert on the website

**Listed as a ‘Gold Partner’ in the info pack**

4 dual branded flags and barrier blankets along the finish line

**Full social media package, including posts on Twitter, Instagram and  
specific paid Facebook ads**

2 Months of advertising with our partners at ‘Do It For Charity’ on their new  
advertising website





# Reindeer Package

## THIS IS A 100 PLACE PACKAGE

All the benefits from the Santa's Sleigh Package plus:

Listed as a 'Gold Partner' on the event website

E-mail to past participants promoting this years event

Time allocated on stage to talk about your charity

Professional photographer available on the day

Total of 10 free places for charity ambassadors or supporters

1 Month of advertising with our partners at 'Do It For Charity' on their new advertising website

3 dual branded flags



## COSTS

**£4,500 (£2,00 refunded post event – Based on 100 places filled)**

*\*Maximum of four charities*

# Santa's Sleigh Package

**THIS IS A 50 PLACE PACKAGE**

**All the benefits from the Mistletoe Package plus:**

Logo and description on event website

**Priority charity area – Gazebo provided**

Advert in the Skyline newsletter (30,000 reach)

**Total of 6 free places for charity ambassadors or supporters**

1 dual branded flag

## **COSTS**

**£2,100 (£1,100**

***refunded post event –***

***Based on 50 places filled)***







# Mistletoe Package

**THIS IS A 25 PLACE PACKAGE**

**All the benefits for the Snowball Package plus:**

Total of 4 free places for charity ambassadors or supporters

**Logo features on the event website**

Logo features on the info pack

**Paid Facebook ads linking to charity partners**

## **COSTS**

**£1,125 (£625 refunded  
post event – Based on)**



# Snowball Package

## THIS IS A 10 PLACE PACKAGE

2 free places for charity ambassadors or supporters

**Bespoke booking link**

Video/images/marketing plan

**Dedicated Account Manager**

Information pack and promotional material

**Area allocated on the day**

Monitored Facebook event page for participants

## COSTS

*£430 (£280 refunded  
post event - Based on 10  
places filled)*







***Paula (HEAD OF EVENTS)***

**UK Sepsis Trust**

‘The UK Sepsis Trust were delighted to have almost 100 runners taking part in this year’s Skyline Events Santa Run. This was our largest ever number of runners in the event and a big increase on last year.

To date our runners have raised over £32,500 for the Trust and we hope to see that total increase over the next couple of weeks. It was a really well run event with a great atmosphere, and we’ve had really good feedback from our participants.’

***Owen (FUNDRAISER),***

**St Joseph’s Hospice**

‘St Joseph’s Hospice were delighted to have 40 runners taking part in this year’s Santa Run. This was our largest ever number of runners in the event, and a big increase on last year. To date our runners have raised over £11,400 for the Hospice and we hope to see that total increase over the next couple of weeks. It was a really well run event with a great atmosphere, and we’ve had really good feedback from our participants. Many thanks,’

***Jonathan (FUNDRAISER),***

**North London Hospice**

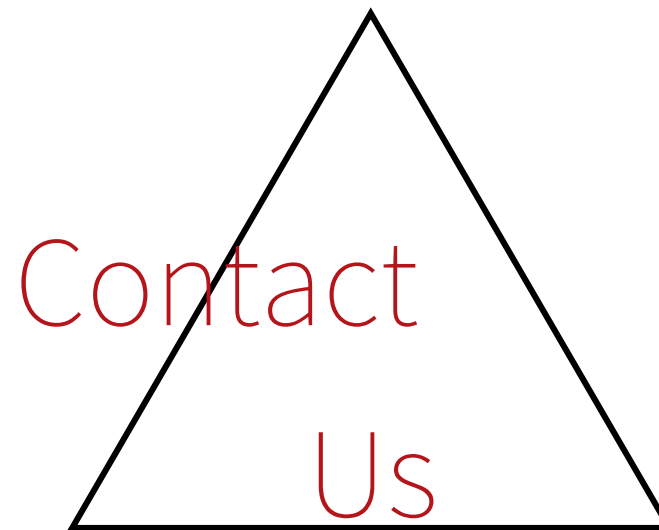
‘Thank you again for your help with Santa Run. The feedback we had from our runners was great and they raised around £10,000 which is brilliant.’



# Partner With Us!

Thank you for taking the time to review our **London Santa Run** packages for the run taking place 2<sup>nd</sup> December 2018 in Victoria Park, London.

We will work with you to select the right package that fulfills your needs and ensure your brand is present every step of the way from the start to finish line.



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BROUGHT TO YOU BY

# SKYLINE

♦ E V E N T S ♦

London's largest Santa Run is organised by Skyline Events – the leading full service fundraising events agency in the UK raising over £115M for more than 3,000 UK charities over the past 26 years! We are the unseen logistics partner behind some of the UK's highest profile fundraising events including Shelter's Vertical Rush & Urban Rush series and the UK's largest multi-charity ride London to Brighton Bike Ride.

