

## Current Sponsorship Opportunities

### The Carsington 7+ 12.5km Race and Family Fun Run

With capacity for 500 -1,000 runners 2015 will see our fourth C7 race. We also have the support of Run Derby, which has been set up by the Derby RAMathon organisers who are eager to promote the superb races within a 25mile radius of Derby. So far the Carsington 7+ race has raised over £10,000 for our centre.

Corporate sponsors have an excellent opportunity to raise their brand profile through branding on the running numbers, promotional race literature, t-shirts, trophies, and start and finish banners, plus extensive PR coverage.

We also offer sponsorship packages for sports retailers to provide race materials and vouchers for the race winners, and their expertise and support enables us to offer runners a highly professional experience. In return this sports brand is able to market its range of running merchandise, helping it to increase its market share.

In previous years, the profile of the event has attracted sponsorship from Flint Bishop Solicitors, iPro Drinks, Running Form and Eden Springs among others, and our on-going relationship with the Derby Evening Telegraph means that all sponsors' involvement receives significant media coverage.

#### **Benefits to the sponsors include:**

- Branding opportunities at the race and on all race literature
- Extensive PR opportunities in through social media
- The opportunity to fulfill key CSR objects either through financial sponsorship or Gift in Kind
- The knowledge that their sponsorship allows Derby and District RSPCA to leverage more funds from participants in the Carsington 7+ race

If you are interested in sponsoring this events or would like to hear what other ways you can get involved contact our Corporate Partnerships Team at [igm@rpscaderby.org.uk](mailto:igm@rpscaderby.org.uk) or call **01332 344620** for more information.