



Wear Wally 2019 Sponsorship Opportunities

Race Overview

- The 'Wear Wally' Race will be in its 7th year this year which will be held on Sunday 24th November 2019.
- Our aim has always been to provide a fun, safe and competitive race for the whole running community of Swansea, which includes clubs and fun runners to enjoy in a family friendly social environment.
- Since 2012 this event has always been a 10 mile race around the River Tawe, this year the event is adapting to become a 10k race that will be part of the local and regional race calendar.
- Our reach will be over 300 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.
- The series will be hosted by Lite Ladders, Swansea Enterprise Park.
- Any profits from the series will be donated to the Paul Popham Fund, Renal Support Wales to support their wellbeing project for children and their families.



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 Fund & Running Clubs Facebook and Twitter Accounts

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 Fund & Running Clubs Facebook and Twitter Accounts
- 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
- 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.