



## Become our official partner for the daring & inaugural Candlelighters FIRE and LEGO® Walk 2016!

Following on from previous successes, the Fire and LEGO® walk will be a daring challenge for supporters of all ages. We are giving you the opportunity to become an official partner and benefit from the buzz generated by this one-of-a-kind event.

### *About Candlelighters*

When a child is diagnosed with cancer, life immediately changes for their family. But Candlelighters is here to help. We support ordinary families facing the extraordinary circumstances that children's cancer presents, offering practical help and warm support because we know that when it comes to fighting cancer, we're stronger together.

Founded in 1976, Candlelighters helps support children with cancer and their families. We fund research and essential services. And we've helped to create some unique spaces especially for them. Places they can go to unwind, unburden themselves, and feel the big warm hug of our Candlelighters family. Our aim today is the same as it always has been: to bring support and hope to ordinary families who are facing extraordinary circumstances.

We need to raise £1.5m a year to maintain our services at the hospitals, at our family support centre The Square and in the community.



*Ella on the ward*



*The Square*

Candlelighters is a community, and The Square is like its home. A friendly, relaxing support centre based near the treatment centre, where families can go to unwind and unburden themselves. Here you can have a quiet moment to yourself, or share your stories with people who will understand what you're going through. It's for anyone affected by childhood cancer. Whether it be mum, dad, a brother or sister, grandparent, or even a close friend or patient. There are complementary therapies available for bookings, plenty of tea and coffee, and a lot of friendly faces.

## Key information about the event

- Personal challenge walking on fire or LEGO® bricks
- Taking place on Sunday 27 November 2016
- In Leeds, at the popular Peacock Pub, Elland Road, opposite Leeds United Stadium
- 150+ participants expected



## Branding opportunities

- Your brand on all future flyers, posters and print marketing
- Representation in many Candlelighters communications including our website, our e-news to 4,000 active supporters, plus active social media streams with over 4,500 Facebook Friends and over 5,600 Twitter followers
- Representation in the event related communications (welcome/fundraising pack, good luck, thank you)
- Stand or exhibition gallery on the day
- Inclusion in PR, including a pre-event photocall



Package price £2,000 + VAT

## Making it work for your company

Through the event, we can develop a strong partnership with reciprocal benefits.

The target markets for this event are families and businesses throughout Yorkshire.

The event will be a unique opportunity to enjoy exclusive brand placements, as well as a platform to promote your company to potential new clients.

As well as having your logo on all promotional artwork and being mentioned in all donor care communications for the event, you will be able to have a display or stand on the day at the venue and have an insert in the participants goodie bags.

### Contact Us

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