



SPONSORSHIP PACK

Peak District challenge
10-12 May 2024

Who is Military vs Cancer?

At Military vs Cancer, our mission is simple yet profound: to provide unwavering support to military personnel battling cancer, and their families.

Backed by decades of experience serving in the Armed Forces, our volunteers are passionate not only about upholding rigorous standards throughout our support services, but in offering a beacon of hope, comfort, and assistance to those who may find themselves with little or no fight left.

The charity works to alleviate the effects of cancer on military personnel past and present, as well as their families. We focus on simplifying the process and alleviating the effects of cancer for Military/MoD personnel past and present, including their immediate family.

Our charity is passionately committed, upholding rigorous standards derived from valuable lessons learned during years in the military. These standards apply to both those we assist and those who support us.



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Our corporate sponsors give us the opportunity to increase our reach to a far greater audience, which in turn highlights our services to people that may not have heard of us. Without this support, we are caught in our own network of military personnel.

As well as being highlighted to like-minded companies that also support Military vs Cancer, you will have the opportunity to take part in our fundraising events – such as our annual ball and Armed Forces Day Rugby event.

David Bathgate, Founder and Chairman

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The Peak District Challenge

Support our forces as they lace up their boots and embark on a journey through the breathtaking landscapes of the Peak District, go head-to-head in a series of dragon boat races, and more.

The weekend includes:

Friday 10 May

Accommodation and meals at Thornbridge Outdoors - the perfect base sitting in the heart of the Peak District. Welcome event includes an evening meal & networking.

Saturday 11 May

The option of two circular routes; a 15 or 22-mile stroll through the rolling hills and vibrant valleys, taking anywhere between six and 12 hours. This is followed by a cooked meal back at the accommodation.

Sunday 12 May

Our teams will compete in our ultimate adrenaline pumping water sports activity, the dragon boat race, at Manvers Waterfront Boat Club in Rotherham.

In association with **Be11aJS** and **Mindful Walks NE.**



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Married life is fantastic! You really have helped us make our dream come true.

We are more than happy for you to use this photo - it's one of our favourites too! It sums up the whole day.

Forever grateful for the part you and the charity have played.

Military vs Cancer beneficiary

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Why become a corporate sponsor

Our corporate sponsorship packages outline a range of benefits and opportunities at your organisation's disposal. These attractive offerings suit a wide range of budgets, and play a crucial role in driving the Military vs Cancer mission.

With a host of corporate sponsorship options offering a chance to promote your brand, boost visibility, showcase your commitment to CSR and extend your support to the Armed Forces Covenant, we hope you will help back the worthy cause — whether you participate yourselves, or partner from the comfort of your own workspace.

Supporting your people

The assistance we offer depends entirely on your donations. Know you are helping to drive our mission to provide support to military personnel affected by cancer.

Brand visibility

We will showcase your brand across all our communication channels, social media platforms and marketing materials.

Media exposure

Relevant media engagement and inclusion in event-related features, opportunities for interviews, quotes and mentions in press releases and media coverage.

Corporate social responsibility

The opportunity to highlight your CSR commitment through active involvement in supporting a national cause.

Employee engagement

Boost employee morale and engagement by demonstrating commitment to making a positive impact beyond your bottom line. Foster teamwork and a sense of community through ongoing support.

Our network

Opportunities to meet fellow supporters and stakeholders at our exclusive events and fundraising activities.





Sponsorship packages

GOLD SPONSOR

£1000

Brand

- Brand exposure — in our literature throughout the weekend
- Logo on Military vs Cancer sponsors page
- Access to Military vs Cancer digital assets for use in your own marketing activity

Marketing

- Inclusion in relevant media coverage opportunities
- Your logo on the participant t-shirts
- Branding on the event banner — featured in photo opportunities
- Appearance in Military vs Cancer event sponsor directory
- Inclusion in monthly newsletter on the run up to the event, and in reflections thereafter
- Guaranteed inclusion in Military vs Cancer social media activity

Media

- Comment opportunities in media — where relevant
- A leading feature in the event literature
- Optional speaking opportunity at the opening night
- 10 x tickets to the Royal Armed Forces Day Rugby event
- Logo on the digital screens at Kingston stadium during Royal Armed Forces Day Rugby event
- A dragon boat named after your company

Please speak to us about bespoke platinum sponsor opportunities



Sponsorship packages

SILVER SPONSOR

£600

Brand

- Your logo — in our literature throughout the weekend
- Logo on Military vs Cancer sponsors page
- Access to Military vs Cancer digital assets for use in your own marketing activity

Marketing

- Your logo on the participant t-shirts
- Branding on the event banner — featured in photo opportunities
- Appearance in Military vs Cancer event sponsor directory
- Logo in Military vs Cancer newsletters
- Guaranteed inclusion in Military vs Cancer social media activity

Media

- Your logo in the event literature
- Optional speaking opportunity at the opening night
- 2 x tickets to the Royal Armed Forces Day Rugby event
- A dragon boat named after your company

Please speak to us about bespoke platinum sponsor opportunities





Sponsorship packages

BRONZE SPONSOR

£100

Brand

- Logo on Military vs Cancer website
- Access to Military vs Cancer digital assets for use in your own marketing activity

Marketing

- Appearance in our event sponsor directory
- Inclusion in some Military vs Cancer social media activity

Media

- Your logo in the event literature

Please speak to us about bespoke platinum sponsor opportunities



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In the upcoming year, we are gearing up for an impactful series of events, starting with the Peak District Challenge. But we need willing supporters to unite behind the cause, to help make it a true success. Whether it's participating, sponsoring, or helping to spread the word, public contributions empower us to advocate for individuals and families who may find themselves with little or no fight left.

Graeme McCabe, Board member, Military vs Cancer

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How your support helps

Your funds not only support our vital campaign work but also help alleviate the effects of cancer for Military personnel past and present, as well as their immediate families. We provide...



Respite breaks



Essential home adaptations



Memory making trips



A wedding or important celebration



Additional family and nursing care funding



Paid for treatment



Special experiences



Hospital accommodation



Travel costs for treatment, including hotel stays for family members and carers



Peer group/community support for serving forces members and their families



To find out more or secure your sponsorship, please contact us:

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For media enquiries, please contact:

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