

Bath City Zipline

Corporate
Sponsorship
2024

Hello!

Hello from the Dorothy House Fundraising Team where this year we are so excited to be launching a brand new event, Bath City Zipline. Over 15 -17 November 2024, Dorothy House Hospice Care will be taking to the Royal Crescent in Bath for an event that promises a weekend of exciting thrills in support of our work right across our patch.

As we progress to the next stage of planning we are looking to partner with businesses to support this unique opportunity, and share the word and hard work that we do here at Dorothy House Hospice Care, as well as raise vital funds to support our work.

Please do reach out to myself or anyone else in the Fundraising Team if you would like to work on this exciting event with us!

Best wishes,

Dan Varley –

Community & Events Fundraiser,
Dorothy House Hospice Care



The Bath City Zipline Weekend

The event will take place on 15, 16 and 17 November at the Royal Crescent. 500 brave supporters will take on the challenge never before seen in the heart of the city.

But that's not all; we'll also be using the weekend to share the incredible work we do as an organisation, caring for patients and their families when they need us most and the ways in which we fund that, fundraising and retail!

We will also be hosting an exclusive Drinks Reception to officially open the event on Thursday 14 November 2024 at a venue to be confirmed in Bath, as an opportunity for our sponsors to network with our biggest supporters.



About us

Dorothy House Hospice Care

Our mission here at the Hospice is to ensure that everyone has access to outstanding palliative and end of life care, and we cannot do our vital work without the support of our community.

This is now more important than ever as we have seen a significant increase in the number of patients, families and carers that need our support. This includes across our Inpatient Unit, Community Services, Day Patient Teams and our Bereavement Support Team.

It costs around £16 million pounds to run Dorothy House Hospice Care each year and only around 30% of that comes from the NHS, and so we must fundraise for the remaining amount. This is where our fundraising events come in, and we need the support of local business to make the Bath City Zipline a success this year.

£16 million

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Did you know?

£5,040 – Could fund the cost of our Creative Therapy service for one week, giving patients and relatives the chance to explore a variety of creative arts to give them a focus and diversion at a difficult and emotional time.

£9,450 – Could fund 24 hours of care across our Inpatient Unit. Patients could be staying on the Unit for a number of reasons including for relief of difficult symptoms, to allow Therapy teams to work closely with them or for the last few days of their lives.

£32,420 – Could fund our Hospice at Home service for one week, enabling patients to remain in the peace, comfort and familiarity of their own home at the end of their life and to offer respite to allow loved ones to get a good night's sleep.

£53,720 – Could fund a Nurse Specialist post for an entire year, allowing them to see patients at home and across our community. Nurse Specialists are often people's first point of contact with Dorothy House and are highly experienced registered nurses with expertise in specialist palliative care.

£108,730 – Could fund our entire Bereavement Support service for a full year, with staff and volunteers who are trained to provide one-to-one emotional support for family members, carers and friends of anyone who has died in our care.

Bath City Zipline

15-17
November
The Royal
Crescent

We're excited to be bringing this event to the City of Bath and to be using it as an opportunity to tell people in our community about the amazing work we do, and why their support is so vital.

We are also thrilled to be bringing an activity that will be watched by thousands over the weekend, and we expect to see increased footfall to the city, and especially along The Royal Crescent.

We are also anticipating this event to be a spectacle that many people already visiting Bath will want to see, and we will have marshals on hand to manage crowds as we aim to have a positive impact for the city.

Any business supporting Dorothy House will be connecting their brand to a local charity with a hugely positive reputation and a cause that activates the hearts and minds of our local community.

Covering an area of 700,000 sq miles and serving a population of well over half a million people, a positive partnership with us could have a huge impact on your business. We also expect this event to garner huge press attention across local and regional news, both in the lead up to and during the event weekend.

We also have a very active large audience of our own, and your business can be profiled across our channels, including:

- **Over 20,000** monthly E-News subscribers
- **Over 12,000** Facebook & 3,500 Instagram followers
- **Over 13,000** visits to our website in any given month

Headline Sponsorship Package

£7,500

We are looking for a headline sponsor to come on board and support the event. A package of support of this size will help us raise even more of the funds to directly support the patients, families and carers we look after right across our patch.

The Headline Sponsorship Package is an exclusive opportunity and you will receive the following benefits:

- “Sponsored By (Company Name/Logo)” on all Zipline event materials, including but not limited to:
 - Posters and leaflets
 - Promotional signage
 - Digital adverts
 - Digital event branding on the Dorothy House website and our registration platform
- “Headline Sponsor (Company Name/Logo)” prominently placed on the Bath City Zipline event page on the Dorothy House website
- Mention in each press release to media contacts before, during and after the event
- Five social media posts from the Dorothy House account mentioning sponsorship and giving thanks
- Logo and link to company website in communication sent to 500 participants in the lead up to and after the event
- Five invitations to Drinks Reception on Thursday 14 November 2024 and mention in a speech to the attendees
- A dedicated space in our event marquee in front of The Royal Crescent on 15 -17 Nov 2024 during the event to run a stand
- Prime space for company banner on event scaffolding during the event
- A dedicated point of contact within the Dorothy House Fundraising Team
- Right of first refusal to the same or similar sponsorship package should the event happen again in the future

This sponsorship package is a fantastic opportunity to connect your business with a reputable and well-loved local charity as well as putting yourself in front of the people of Bath.

We are happy to have further discussions and negotiate the benefits offered in this package.



Drinks Reception Sponsorship Package

£2,500

As part of the weekend festivities, we will be holding a Drinks Reception on the evening of Thursday 14 November at a venue in Bath to be confirmed. The evening will be a chance to come together with local businesses, Dorothy House staff and volunteers as well as some of our biggest supporters, and to mark the occasion just before the main event.

The Drinks Reception Sponsorship Package is an exclusive opportunity and you will receive the following benefits:

- “Sponsored By (Company Name/Logo)” on all drinks reception materials, including but not limited to:
 - Reception invites
 - Reception event branding materials, such as signage, digital screens and information sheets given to attendees
- Also Supported By (Company Name/Logo)” on some Bath City Zipline event materials including:
 - Posters
 - Digital event branding on the Dorothy House website and our registration platform
- “Drinks Reception Sponsor (Company Name/Logo)” added to the Bath City Zipline event page on the Dorothy House website
- Two social media posts from the Dorothy House account mentioning sponsorship and giving thanks
- Logo and link to company website in communication sent to 500 participants in the lead up to and after the event
- Five invitations to Drinks Reception on Thursday 14 November 2024 and mention in a speech to the attendees
- Prime space for company banner on event scaffolding during the event
- A dedicated point of contact within the Dorothy House Fundraising Team

This sponsorship package will enable you to connect your brand with a respected local charity as well as putting your name in front of other local businesses, the people of Bath and the surrounding area and Dorothy House supporters, with a chance to network with them at the Reception.



Event Participant Goodie Bag Sponsorship Package

£1,000

Each of the 500 participants will receive a goodie bag, that will include offers and deals for local businesses, prizes and a bespoke Bath City Zipline medal.

The high-quality, reusable tote bag will be made out of sustainable material and will be bespoke to the 2024 event, and will be cherished by supporters.

This package is an exclusive opportunity and the sponsor will receive the following benefits:

- “Sponsored By (Company Name or Logo)” on all goodie bags
- Inclusion of one leaflet provided by you into the 500 goodie bags
- “Goodie Bag Sponsor (Company Logo)” added to the Zipline Challenge event page on the Dorothy House website
- One social media post from the Dorothy House account mentioning sponsorship and giving thanks
- Logo and link to company website in communication sent to 500 participants in the lead up to and after the event
- Two invitations to the Drinks Reception and mention in a speech to the attendees
- Prime space for company banner on event scaffolding during the event
- A dedicated point of contact within the Dorothy House Fundraising Team

This sponsorship package will connect your brand with a well-loved local cause and put your company in front of 500 warm and engaged Dorothy House supporters as well as their friends and family.

As always, if the sponsorship packages aren't quite right for you and your business, we are open to discussing an option that works for you, so please don't hesitate to get in touch.

We are happy to have further discussions and negotiate the benefits offered in this package.



Other ways to get involved

Advertise your business on our event scaffolding

£200

We will provide space for an outdoor banner that can be tied to the scaffolding being used during the event. This will put your banner and business in front of the large footfall of the event by The Royal Crescent, increased as people come to watch those take on the Bath City Zipline.

Your logo will also be added to the Bath City Zipline page on the Dorothy House website in the "Sponsored By" section.

This package is only available to 5 businesses, so get in touch early to avoid disappointment. To discuss this package in more detail, please contact Dan Varley.

Event Participant Goodie Bag

Our mission here at the Hospice is to ensure that everyone has access to outstanding palliative and Each of the 500 participants will receive an event goodie bag and as a congratulations to those that have taken part in the challenge we want to fill the bag with lots of wonderful offers, vouchers and goodies from local businesses.

For a **£100** fee, you can add an A5 (or smaller) leaflet to promote your business. This option is only available to 5 businesses.

For a **£50** fee, you can add a voucher or offer (whether it be exclusive or ongoing) for the event participants and their friends and family.

As always, if the sponsorship packages aren't quite right for you and your business, we are open to discussing an option that works for you, so please don't hesitate to get in touch.

Contact

To discuss sponsoring our 2024 Bath City Zipline, please contact **Dan Varley**, Community and Events Fundraiser:

Email

dan.varley@dorothyhouse-hospice.org.uk

Phone

01225 721388



For more information about Dorothy House Hospice Care visit:

dorothyhouse.org.uk

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