

EVENTS SPONSORSHIP

OPPORTUNITIES

OUR PURPOSE

The purpose of our charity is to create meaningful experiences for all our participants, funders and community partners. Experiences that will create a stronger and safer community and will improve and change lives locally, particularly in the most hard-to-reach areas and with vulnerable members.

OUR VISION

To be an effective charity which uses the power of sport and Derby County Football Club as a tool to improve lives and make a difference.

OUR MISSION

We collaborate with individuals and organisations on a local and national level. We take pride in our work and state that:

“Through our caring approach and the positive promotion of sport, physical activity, health and education, we will provide high quality opportunities that positively change lives and enhance our communities.”

WHO WE SUPPORT

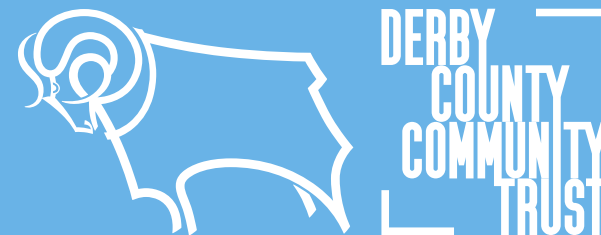
All funds raised are invested into local programmes, addressing key issues in the community such as health and wellbeing, personal attainment and community engagement. We have an inclusive, participant-centred approach to our work and support people of all ages, gender, ethnic and socio-economic backgrounds.

We provide life-changing opportunities for the young through to the elderly, aiming to give them an opportunity to achieve their goals, develop their abilities and become active and engaged members of the community.

We support and improve the lives of over 30,000 people every year.

OUR ASK

We are looking for successful, community minded businesses to partner with our award winning charitable Trust and become sponsors of our iconic events.



ANNUAL AWARDS EVENING

The Derby County Community Trust Annual Awards Evening attracts over 250 guests and sees us recognise our participants, staff and programmes. The evening is a fantastic opportunity to showcase the work of the Trust and demonstrate the importance of what we deliver in the local community.

We have an exciting opportunity to align your company with a prestigious and credible event. You will receive brand exposure to a diverse audience and have your company name and logo featured in the event promotion.

CATEGORY SPONSOR

£1,500

- Opportunity to invite up to 10 people to the evening (includes a drinks reception, 3 course meal and wine on the table).
- Present the award in your category.
- Free entry for up to 4 people in the Derby 10K.
- Inclusion in a coordinated marketing campaign.
- Mentions on social media posts.
- Mentions and links on all follow up articles.
- Promotional presence in the awards programme, presentations and videos.



DRINKS RECEPTION SPONSOR

£1,000

- Opportunity to invite up to 6 people to the evening (includes a drinks reception and 3 course meal).
- Free entry for up to 3 people in the Derby 10K.
- Inclusion in a coordinated marketing campaign.
- Mentions on social media posts.
- Mentions and links on all follow up articles.
- Promotional presence in the awards programme, presentations and videos.

TROPHY SPONSOR

£500

- Opportunity to invite 2 people to the evening (includes a drinks reception, 3 course meal).
- Free entry for up to 2 people in the Derby 10K.
- Inclusion in a coordinated marketing campaign.
- Mentions on social media posts.
- Mentions and links on all follow up articles.
- Promotional presence in the awards programme, presentations and videos.
- Brand placement on all trophies.

VOLUNTEER CHAMPION

ESTELLE LECKIE

ESTELLE LECKIE
LOVE THE 10K

pib insurance
brokers



THE DERBY 10K

The Derby 10K is the Trusts largest event and significant contributor to our fundraising effort. Attracting over 3000 participants, and raising over £30,000 for the Trust and a further £50,000 for other charities, this event lives and breathes our values.

We have opportunities to align and develop a partnership with the Trust. Showcase your business at the forefront of one of our flagship fundraisers. Receive significant brand exposure to a diverse audience and the opportunity to communicate to an audience of 3,000+ health conscious runners.

HEADLINE SPONSOR

£10,000

- Prominent logo and/or company name on all promotions and publicity linked to the event.
- Your brand incorporated into the race logo which features on all race t-shirts, medals and running numbers.
- Brand positioning and links to your website from ours.
- Brand positioning and advertising messages in runners newsletters.
- Opportunity for promotional stands in the event village.
- Opportunity to feature in Rams TV coverage of the event.
- Inclusion in a coordinated marketing campaign.
- Race entry and use of the VIP room for 10 guests.



SUPPORTING SPONSOR

£5,000

- Prominent logo and/or company name on all promotions and publicity linked to the event.
- Your logo featured on all race t-shirts.
- Brand positioning and links to your website from ours.
- Brand positioning and advertising messages in runners newsletters.
- Opportunity for promotional stands in the event village.
- Opportunity to feature in Rams TV coverage of the event.
- Inclusion in a coordinated marketing campaign.
- Prominent banner space and signage at the start and finish line.
- Race entry and use of the VIP room for 7 guests.

VIP SPONSOR

£2,000

- Prominent logo and/or company name on all promotions and publicity linked to the VIP aspect of the event.
- Brand positioning and links to your website from ours.
- Brand positioning and advertising messages in runners newsletters.
- Opportunity for promotional stands in the event village and VIP room.
- Opportunity to feature in Rams TV coverage of the event.
- Inclusion in a coordinated marketing campaign.
- Banner space and signage at the start and finish line.
- Race entry and use of the VIP room for 5 guests.



FAMILY FUN RUN SPONSOR

£2,000

- Your brand incorporated into the race logo which features on all fun run race numbers and medals.
- Prominent logo and/or company name on all promotions and publicity linked to the Fun Run aspect of the event.
- Brand positioning and links to your website from ours.
- Brand positioning and advertising messages in runners newsletters.
- Opportunity for promotional stands in the event village.
- Opportunity to feature in Rams TV coverage of the event.
- Inclusion in a coordinated marketing campaign.
- Banner space and signage at the start and finish line.
- Race entry and use of the VIP room for 5 guests.



SCHOOLS AND COACHING

Our schools and coaching department works with 79 schools across Derby, including 14 secondary and 65 primary schools. Last year 12,500 students participated in inter schools events, developing physical and social skills. We also deliver in school programmes, including targeted interventions and teacher CPD.

61% of pupils improved their physical wellbeing and 72% improved their academic attainment. You can partner with us and support in increasing activity levels, raise social mobility and improve health and wellbeing of Derby's young people.

SCHOOL EVENTS CALENDAR

£3,000

- An opportunity to become headline sponsor of the school events calendar.
- Includes over 150 sporting events taking place over the academic year.
- Company branding on physical wall planners which will be displayed in affiliated schools.
- Presence on the trust website and social media.
- Opportunity for a promotional stand at Derbyshire PE Conference.



DERBYSHIRE PE & SCHOOL SPORT CONFERENCE

£2,000

- Sponsorship of our flagship conference for PE leads in the county.
- Opportunity to position your organisation in front of 100+ teachers.
- Promotional presence in the form of a marketplace stand and branding on slide deck, lanyards and marketing materials.

CELEBRATION OF DANCE FESTIVAL

£2,000

- Sponsorship of our two day dance festival taking place at Derby Theatre.
- Opportunity to position your organisation in front 40+ schools, 1000+ students and 500+ parents.
- Physical branding featured on event programme and digital branding on event collateral and social media posts.



DERBY COUNTY TIPS (TALENT IDENTIFICATION PROGRAMME)

£2,000

- An opportunity to sponsor one of our five age groups
- Sponsorship of match shirts which will include your company logo on the front of match shirts for an age group
- Framed shirt with our logo to display in your business
- Reach thousands of people and local schools with your brand



EVENTS SPONSORSHIP

OPPORTUNITIES

For more information on any of the event sponsorship packages please contact:

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