

# Sponsorship Proposal

## International Waendel Walk 2024



## About

# The Event

The Waendel Walk is an international walking event attended by people all over the world. The walk is part of the IML's calendar of International Walking events which started in Flanders in the 1970's. This walk has grown in popularity over the years and has now expanded to the countries listed below:

**Netherlands**

**Denmark**

**Switzerland**

**Ireland**

**UK**

**Japan**

**USA**

**Austria**

**Belgium**

**Luxembourg**

**Canada**

**Finland**

**Sweden**

**Germany**

**Czech Republic**

**Croatia**

**New Zealand**

**Australia**

**Indonesia**

**Israel**

**South Korea**

**China**

**France**

**Lithuania**

**Norway**

**Italy**

**Taiwan**

# About The Event

Wellingborough is the only UK town to host this event as part of the IML Walking Association. Over three days it attracts more than 6,000 people to the town, including those from other local walking groups and organisations from across the UK.

This walking event starts on Friday 17th May with a 5k Friendship walk in the Town Centre of Wellingborough before the main event commences on Saturday 18th and Sunday 19th with 5km-42km walks across the countryside of Northamptonshire. All walks start and finish in Wellingborough.

## Schedule

17th  
May,  
2023

### Friendship walk Event 1

at 6pm

Starting at the Castle  
Theatre-Wellingborough

### 5-42km walks Event 2

at 8 AM

Starting at the Castle  
Theatre-Wellingborough  
across Northamptonshire  
countryside

18th-19th  
May,  
2023



# About Us

We are dedicated to providing activities in the community to boost the economy and people's well-being. This event is a great opportunity to highlight our local charities, like Teamwork Trust who took part in the walk last year.

As part of the program of activities, every event has an opportunity for businesses to promote their organisation through sponsorship packages.



## Sponsor

# Highlights



All walkers start and finish at the same location in Wellingborough. No walker can take part unless signed in at the checkpoint, and at the end of the walk, walkers return to gain a certificate and a medal. There are 20 checkpoints along the range of route from 5km - 42km route, where all walkers will stop for refreshments, comfort breaks and welfare checks.



## First Highlight

Stalls available at all check point stops, as well as start and finish points.

All walkers must check in at the check points.

## Second

## Highlight

All walkers will start and finish in the same location and are required to register before they start their walk. On completion of any walk, the walker will collect their certificate at the finish location. The primary sponsor will have a stand next to the registration table and the certificate issuing table.



# Our Packages



We want to offer all businesses an opportunity to be part of this exciting event, so we have tailored these packages to suit every budget.

**Red**  
Package  
**£150**  
Ex VAT

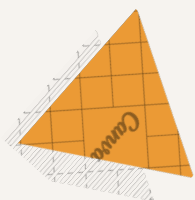
- A stand at the start and finish point
- Full page advert in the programme
- Logo on the Facebook Waendel page
- Logo on the Town Council website
- Logo on the 'Thank you' banner backstage

**Orange**  
Package  
**£100**  
Ex VAT

- A half a page advert in the programme
- Logo on the 'Thank you' banner backstage
- Logo on the Town Council website Waendel page
- Logo on the Facebook Waendel page

**Yellow**  
Package  
**£50**  
Ex VAT

- A quarter page advert in the programme
- Logo on the 'Thank you' banner backstage
- Logo on the Town Council website
- Logo on the Facebook Waendel page



# Contact Us

## For More Information



01933 832820



Swanspool House, Doddington Road,  
Wellingborough, NN8 1BP



[waendelwalk@wellingboroughtowncouncil.gov.uk](mailto:waendelwalk@wellingboroughtowncouncil.gov.uk)



[www.wellingboroughtowncouncil.gov.uk](http://www.wellingboroughtowncouncil.gov.uk)

## Sign up form

**Company Name** .....

**Contact Person** .....

**Contact number** .....

**Contact email** .....

**Sponsorship Package selected** .....

Please email your completed form to  
[waendelwalk@wellingboroughtowncouncil.gov.uk](mailto:waendelwalk@wellingboroughtowncouncil.gov.uk)

Payment to be made by BACS to:  
Wellingborough Town Council  
Sort Code: 608301  
Account: 20439143

