

Sponsorship Proposal

International Waendel Walk 2024



Wellingborough
Town Council

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:

The 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,
2024

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,
2024



About Us

Wellingborough Town Council is a newly formed authority, whose values are to support the local economy. To achieve this we are dedicated to providing activities in the community boosting the economy and people's well-being.

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 routes 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 Package



We are offering a discounted Gold Sponsorship package. Only one of these is available, offered on a first served basis..

Gold Package

£10,000

Ex VAT

- A stand at all check points
- A stand next to the registration and certificate desk
- Exclusive sponsor for the event—logo on all promotional material
- Brand exposure through complimentary tote bags and water bottles issued at the start point
- Complimentary goods provided in the tote bags
- Advert on the back page of the event programme

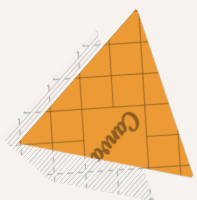
Silver Package

£5,000

Ex VAT

If our gold package has gone, don't despair we offer this silver package as an alternative which provides you a great opportunity to promote your brand.

- Advert in the programme
- Stall at the Castle Theatre
- Complimentary products offered at start point



Canva



Contact Us

For More Information



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THANK YOU

For Your Time

