



Northern
Ireland
Hospice

PURPLE DASH



***SPONSORSHIP
PROPOSAL***

***Celebrating 25 years of
NI Children's Hospice***



JOIN US FOR A CAUSE THAT TRULY MATTERS

This Summer, Northern Ireland Hospice is proud to present **The Purple Dash** - a fun, family-friendly 2k colour run designed to bring together individuals, groups and businesses to celebrate 25 years of Northern Ireland Children's Hospice. Our goal is to make this year's event the most colourful and memorable yet, and we're inviting you to be at the heart of this community celebration as a valued sponsor.

Taking place at the stunning **Titanic Slipways in Belfast on Saturday 27th June 2026**, The Purple Dash is packed with excitement for all ages. From colourful run laps and fun inflatables to live entertainment, market stalls, and appearances from superheroes and characters, there's something for everyone - all culminating in a vibrant celebration of kindness, community, and care.

By partnering with us, your organisation will not only enjoy significant brand exposure but will also play a vital role in helping us continue to care for local children and families. Every pound raised helps us provide specialist nursing care, family support, short breaks, and life-changing moments for children with life-limiting conditions and their families.

Celebrating 25 years of
NI Children's Hospice



OUR CARE SERVICES

Thanks to the ongoing support of local businesses in our community, like yours, Northern Ireland Hospice & Children's Hospice has been able to provide specialist palliative care to babies, children and adults living with life-limiting and life-threatening illnesses for over 40 years.

We support children and adults to have the best quality of life - from diagnosis to the end of their lives – delivering holistic and specialist care. We wrap our care around anyone affected by a palliative diagnosis; including patients, their family and friends. Don't take our word for it, take a moment and listen to the stories below about our Hospice care.

Kieran's Story

In the clip below Máire Thompson, whose husband Kieran benefited from our care services, shares how her beloved husband Kieran never lost his zest for life, maintaining his wonderful sense of humour even after being diagnosed with terminal pancreatic cancer.



Sophia's Story

Stories like Sophia's show how much of a difference our specialist care can make to families caring for children with complex health needs. Loving parents, Leah and Alex, explain how Hospice is always there for them.



WHAT TO EXPECT ON THE DAY?

Taking place at the stunning **Titanic Slipways in Belfast** on **Saturday 27th June 2026**, The Purple Dash is more than just a race - it's a day full of fun, colour, and celebration! Participants can expect:

- **A vibrant 2k colour run** filled with bursts of colour along the route
- **Live music and entertainment from local radio** to keep spirits high
- **Inflatables, fun games, and activities** for kids (and the young at heart!)
- **Urban market with food and craft stalls** to explore and enjoy
- **Special appearances from characters and superheroes**
- A joyful celebration of **25 years of care** for local children and families

By partnering with us, your organisation will enjoy significant brand exposure and help us continue to provide **specialist nursing, family support, short breaks, and life-changing moments** for children with life-limiting conditions and their families.

Every pound raised helps make a real difference in our local community.



WHY SPONSOR THE PURPLE DASH?

Sponsoring The Purple Dash gives your organisation a unique opportunity to make a real difference while achieving meaningful business objectives. This high-profile, family-friendly event celebrates 25 years of NI Children's Hospice, and your support will be at the heart of this milestone celebration.

By partnering with us, your organisation will:

Gain Brand Visibility

Enjoy extensive exposure before, during, and after the event through a comprehensive marketing campaign across multiple channels, connecting your brand with a trusted community organisation.

Make a Community Impact

Your sponsorship will directly support vital children's hospice services, helping us provide specialist nursing, family support, short breaks, and life-changing care for children with life-limiting conditions and their families across Northern Ireland.

Engage Your Team

The Purple Dash is more than an event - it's an experience! Corporate teams can take part together, enjoying the 2k colour run, entertainment, inflatables, and activities, fostering teamwork, boosting morale, and creating memorable experiences for employees.

By sponsoring The Purple Dash, your organisation will be part of a joyful, community-focused celebration while helping us continue 25 years of life-changing care for local children and families.



SPONSORSHIP OPPORTUNITIES

Headline Sponsor – £10,000 (1 available)



- Be the main partner of Purple Dash with premium exposure and top-tier benefits.
- Primary logo placement on all event materials (banners, flyers, website)
- Dedicated press release and social media announcements highlighting your sponsorship
- Opportunity to provide opening/closing remarks at the event
- Feature story in Northern Ireland Hospice Connect and website
- Prominent branding at start/finish lines
- Complimentary corporate team entry for up to 20 participants
- Opportunity to display promotional materials and host a branded stall at the event
- Recognition in media coverage (Outdoor, radio, print)
- Inclusion in post-event thank-you communications

Mini Event Sponsor – £695 + VAT

(10 available Perfect for SMEs & Local Businesses)



Gain valuable exposure at an affordable level while supporting a great cause.

- Logo inclusion the event website sponsor page
- Social media acknowledgment before the event
- Opportunity to include promotional materials in participant packs
- Mention in post-event thank-you communications in connect.



NI HOSPICE DEMOGRAPHICS & AUDIENCE

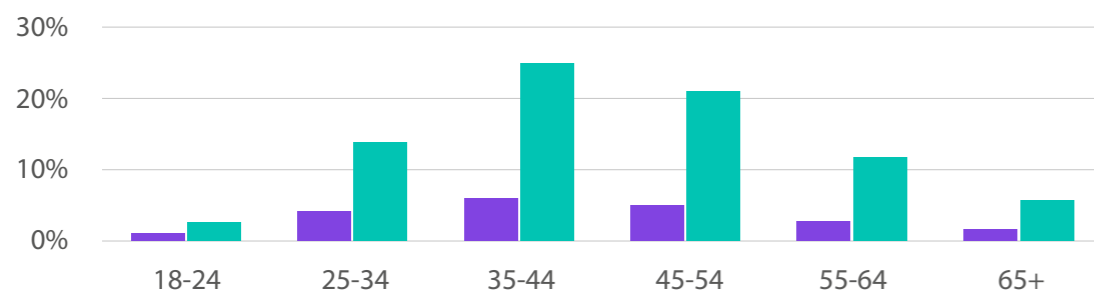
We have a very warm, and engaged online audience and we want to shout about our amazing partnership to:

- Our combined **Facebook** following of **37,000**
- Our total **Twitter** following of **12,500**
- Our engaged **Instagram** following of **5,500**
- Our warm database of **25,000 direct mail** and **6,000 email** recipients

Social Media audience

Age and gender

Men 20.10%
 Women 79.90%



To promote and recruit for the event we've developed a multi-channel, integrated marketing plan to ensure everyone hears about our campaign, signs up, and helps raise vital funds for NI Children's Hospice.

Sponsorship will run from 1st April 2026 – 30th Aug 2026

Get in touch Email: cpf@nihospice.org Telephone: 02890 777 123



Let's Dash Together for a Better Tomorrow

Your sponsorship of NI Hospice Purple Dash is more than just marketing - it's a powerful statement of solidarity with the local community. Together, we can make a lasting difference for families who depend on our vital palliative care services.

GET INVOLVED TODAY!

Contact us at cpf@nihospice.org to secure your sponsorship or to learn more.



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**PURPLE
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**THANK
YOU!**