



Festive
Hearts
For Hospice

5k

Spread love and care
& Join our

Festive 5k Race!

2026 SPONSORSHIP PROPOSAL



Festive 5k-Your Way!

Now in it's **9th year**, our favourite Christmas fundraising event is back - with a brand new look!

Join us on the **6th December**, for our Festive Hearts 5k Race! Each year participants come together to walk or run 5k; and little ones take part in the fun-filled 1k Reindeer Run, braving the cold to raise vital funds for local people who depend on vital our services.

Each year participants take part, walking or running, the 5K and little ones taking part in the 1K reindeer run, braving the cold to raise vital funds for local people in our care.

NI Hospice and Children's Hospice care for babies, children and adults living with a life- limiting or life-threatening diagnosis in our dedicated in-patient units and in the patients' own home, through our community teams. Our care also extends to the family of our patients, helping them for up to two years after the death of a loved one.

With annual running costs exceeding **£19.5M per annum**, demand for our services increasing, and reduced

government funding, we need the support and the generosity of our local community more than ever, in order to continue to deliver our vital service.

That's why this event is so important!

Our goal is to raise **£50,000** from this year's Festive 5k through event registrations and sponsorship and this money will go towards delivering our vital care services to those who need it most.

A contribution of **£1,225.50** could support a series of family support sessions, providing essential emotional support and counselling services for the entire family.

With a donation of **£2,718.50**, you could provide funding for 48 hours of dedicated care for a child in our Children's In-Patient Unit, covering Horizon House and their home.

A generous gift of **£4,166.47** could cover the expenses for seven days of specialised palliative care within our 18-bed In-Patient Unit, ensuring comfort and support for those in need.





The Event

This year's event will take place at V36, The Valley Leisure Centre, Newtownabbey on **Sunday 6th December** and it will be our biggest yet! Growing from our first event at Stormont in 2018 to more than **800 people** taking part in our timed 5K run in December 2025. The run has grown into a real family event with participants and their friends and family joining in the fun.

- Timed 5K Race
- Live race commentary
- Warm up session
- 1K Reindeer Run
- Radio Station Live & MC
- Santa Clause Dome with gifts
- Bouncy Castle
- Food vendor & more to be confirmed





Sponsorship opportunities

We'd love for you to be a part of our Festive 5k Team, helping us reach our target for our much-loved Christmas fundraiser. Your support will create a lasting impact on the lives of local babies, children and adults in our care.

When your business partners with the NI Hospice, you are showing your commitment to support and promote palliative care services in your community and helping contribute to our mission.

Benefits to your Business

- Get involved in your community
- Tax Efficient
- Link to Northern Ireland's biggest charity with a local focus
- Provide direct support to the communities in which your company operates
- Enhance your brand
- Reach a potential new audience
- Build your reputation as a socially responsible company
- Generate positive PR opportunities

Our corporate sponsorship packages outline a range of benefits and opportunities to offer to your business. All packages can be discussed further and can be tailored to your business objectives.

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Festive 5k Sponsorship Tiers

Exclusive Headline Partner £7,995 + VAT

- Sponsor mention/branding inclusion; 2 week campaign on Radio, 4 week Billboard and Adshel activity across Belfast and Newtownabbey, and Logo inclusion in all communications & marketing activity **(total value £13,000)**
- Partnership announcement via 1 Hospice ezine pre-event sent to our database
- 30 free race entries for your team
- Marquee space for your brand on the day
- On course branding at start and finish barriers - Provided by you
(the banner is to be supplied by the sponsor and be no more than 2m in length/height)
- Race day shout outs by MC
- Your branded team issue finish line race medals to all participants
- Inclusion in evaluation survey sent to all participants
- Inclusion in Spring Connect Magazine – distribution circa 25,000 via DM and 3,000 email
- Evaluation report after event

Event Sponsors (up to 10 available) - £695 + VAT

- 1 x individual social media post welcoming you as a sponsor for the event
- 1 x vinyl banner displayed at the event location
(the banner is to be supplied by the sponsor and be no more than 2m in length/height)
- Your logo included on the event's primary printed brochure/flyer
- 5 free race entries for your team
- Inclusion in Spring Connect Magazine – distribution circa 25,000 via DM and 3,000 email





1km Reindeer Dash Sponsorship Tiers

Reindeer Dash Sponsor (1 available) - £1,395 + VAT

- 1 x social media post welcoming you as a sponsor for the event
- Partnership announcement via 1 Hospice ezine pre-event sent to our database
- Your logo included on the event's primary printed brochure/flyer
- 3 x vinyl banner displayed at the event location (banners is to be supplied by the sponsor and be no more than 2m in length/height)
- Your branded team issue finish line race medals to all participants
- 8 free race entries for your team to the 5k
- Inclusion in Spring Connect Magazine – distribution circa 25,000 via DM and 3,000 email





NI Hospice Demographics

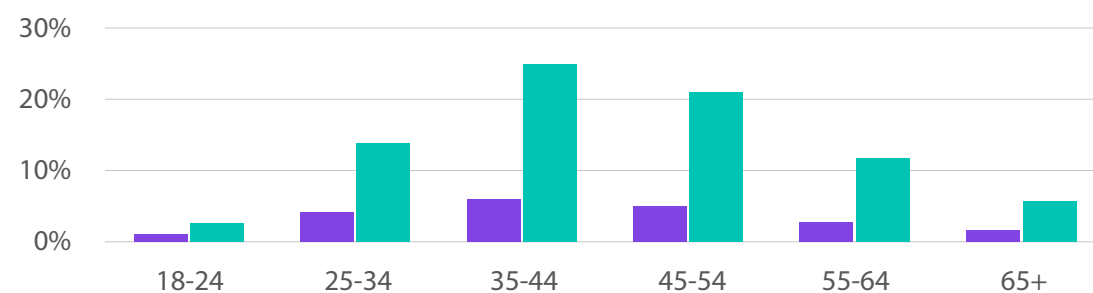
We have a very warm, and engaged online audience and we want to shout about our amazing partnership to:

- Our combined **Facebook** following of **39,000**
- Our total **Twitter** following of **12,500**
- Our engaged **Instagram** following of **6,600**
- 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%

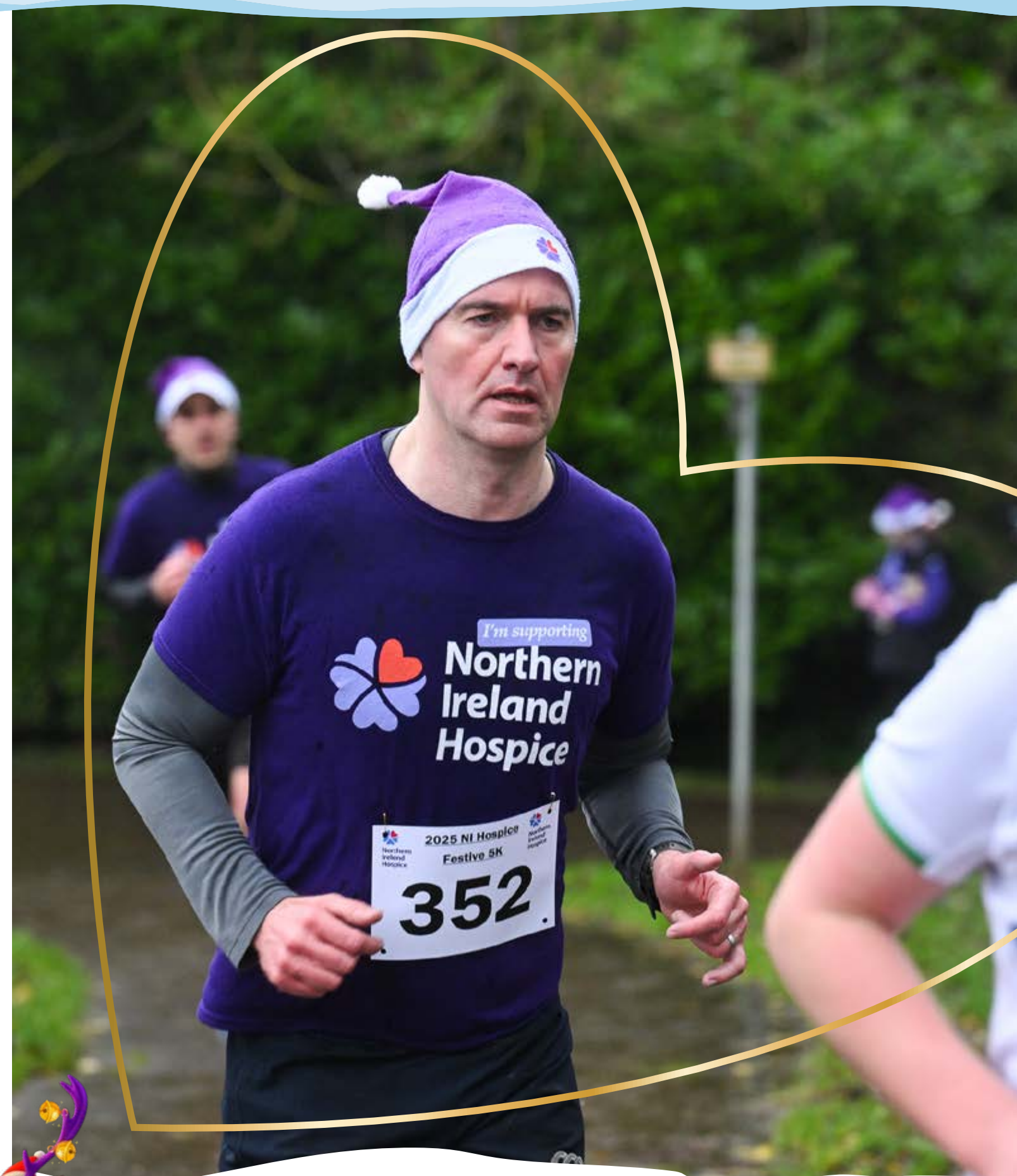


To promote and recruit for the event we've developed a multi-channel, integrated marketing plan to ensure everyone hears about our campaign, signs up, and helps spread joy and care this holiday season.

Sponsorship will run from 1st October 2026 - 31st December 2026

Get in touch

Email: cpf@nihospice.org Telephone: **02890 777 123**





For Hospice



THANK YOU!

nihospice.org



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Northern Ireland Hospice is a Company Limited by guarantee incorporated in Northern Ireland and is a charity recognised by the Inland Revenue. Company Registration No: NI 14817 Charity No: NIC102337