

## Event goody bags

We provide up to 1,000 complementary goody bags, each containing a t-shirt and mug. Companies also supply items for the goody bags, which are given to participants and volunteer marshals when checking-in ahead of the event. These include items that are useful to participants during the event, such as energy drinks and bars, medical supplies, insect repellent, discount vouchers, socks and midge hats.

This is an excellent opportunity for companies to place their products with up to 750 outdoor enthusiasts with relatively high disposable incomes. We encourage companies to be as creative as possible.

If you have an item for the goody bag, please contact Caroline Martin on 0131 479 4767, or by e-mail on [cmartin@martincurrie.com](mailto:cmartin@martincurrie.com).

# martin currie ROB ROY CHALLENGE

23 June 2012

## Corporate sponsorship opportunities



The 2012 Martin Currie Rob Roy Challenge is an exciting team-building event for companies to become involved in. Teams or individuals walk and cycle 55 miles on one of Scotland's finest long distance routes. There is a strong social aspect to the event, with a feast and highland festivities at Kenmore, on the banks of Loch Tay, on Saturday evening. On Sunday there is a relaxed brunch before teams depart for home.

The Martin Currie Rob Roy Challenge is being organised by Wildfox Events, which has a proven record of organising challenging fundraising events. In the first six years of the event, over 2,500 participants have raised over £2.1 million for charity, and we aim to build upon that in 2012.

We have a range of sponsorship and promotional opportunities for companies who wish to use the event to promote their business to other staff, clients and business partners. We have also been assured of strong media support for the event, particularly in the financial services press. We are once again targeting 750 participants, plus support teams, with a strong representation from the financial, legal and professional services sectors.

To discuss these promotional opportunities, please contact Caroline Martin on 0131 479 4767, or by e-mail on [cmartin@martincurrie.com](mailto:cmartin@martincurrie.com).

For more information about the event visit [www.robroychallenge.com](http://www.robroychallenge.com).



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Some examples of the publicity materials for the event. Shown here are the flyer, promotional DVD and website. For more information visit [www.robroychallenge.com](http://www.robroychallenge.com)



**Race numbers**Sponsorship price **£5,000**

- All participants are obliged to wear race numbers. These are highly visible and will feature on a wide range of photos of the event.
- The sponsor's logo will appear on the race numbers.
- The sponsor's logo will appear on the website and on the programme.
- Includes option of half-page advertisement in the event programme.

**SOLD****Sunday brunch**Sponsorship price **£1,000**

- Brunch will be served from 8.00 a.m. on Sunday 24 June.
- The sponsor will have mentions on all menus and materials relating to the brunch.
- Logos on the website and programme will be included and banners will be displayed on-site.

**SOLD****Five water stops**Sponsorship price **£1,000 each**

- Banners will be displayed at each water stop.
- The sponsor will be mentioned and their logo appear in the programme and on the website.

**FOUR LEFT****Ceilidh**Sponsorship price **£2,000**

- A ceilidh band will play throughout the Saturday evening, encouraging guests to join in and dance.
- The sponsor's logo will appear on the website and on the programme
- A banner would be made up and placed behind the band for all to see.

**SOLD****Fireworks**Sponsorship price **£1,000**

- There will be a spectacular fireworks display on Saturday evening
- The sponsor will be mentioned in the programme, on the website and on a banner on site.

**SOLD****Timing sponsor**Sponsorship price **£5,000**

- Each participant will be issued with an electronic timing device. The timing sponsor will be able to brand the wrist-band that holds this.
- Sponsorship of timing stations.
- The sponsor's logo will appear on the website and on the programme

**Four major check points at Aberfoyle, Balquhiddie, Callander and Killin**Sponsorship price **£3,000 each**

- The sponsor will be able to display banners at these major check points where participants and support teams will congregate.
- Support marshals can wear t-shirts promoting the check point sponsor.

**Goody bag sponsor**Sponsorship price **£3,000**

- Each year we distribute up to 1,000 goody bags to participants and volunteers. These contain a Rob Roy Challenge t-shirt, mug and complementary items provided by companies and charities.
- The bag is a high quality canvas shoe bag, branded with the Rob Roy Challenge logo. There is an opportunity for a company to have their exclusive branding on this bag, ensuring a high level of name awareness among the participants and volunteer marshals.

**Medals**Sponsorship price **£3,000**

- All participants who complete gold, silver or bronze finishers receive a commemorative medal. Your company's name and logo will appear on the ribbons of every medal, which we will supply in the colour of your choice to best reflect your branding.
- The sponsor's logo will appear on the website and on the programme.
- Includes option of half-page advertisement in the event programme.

**SOLD****Rob Roy Bar**Sponsorship price **£4,000**

- The Rob Roy Bar will be serving drinks from Saturday afternoon to the early hours of Sunday morning, quenching the thirsts of participants, supporters, volunteers, families and friends. In total we are expecting over 1,200 people on site at Kenmore for the post event party.
- There is an opportunity for a sponsor to place a large banner behind the Rob Roy Bar, providing an exceptionally high level of exposure on site.
- The sponsor's logo will appear on the website and on the programme.

**SOLD****Massage and physio**Sponsorship price **£4,000**

- There will be a team of physios and massage volunteers at each of the stages, and at the finish at Kenmore.
- There is an opportunity for a company to sponsor this popular service in a creative and memorable way - including placing banners on the tents and providing t-shirts for the volunteers to wear.
- The sponsor's logo will appear on the website and on the programme.

**Pipe band and Scottish dancers**Sponsorship price **£1,000**

- The pipe band will play on Saturday and Sunday and the dancers will perform during the games on Sunday.
- Banners will be placed beside the band and dancers.
- The sponsor's logo will appear on the website and on the programme

**Advertisement in event programme**Sponsorship price **£1,000**

- We will be sending the A5 Event Programme to all participants. We will also provide copies to marshals and supporters and place a copy on the website. Companies can place half-page advertisements within the brochure.

**Event Feast at Kenmore**Sponsorship price **£3,000**

- End of event feast at Kenmore (up to 1,000 people for three course dinner).
- The sponsor would have logos on menus, website and banners around the marquee. Any decorations would include the sponsor's logo. Also included is a free advert in the event programme.

**Gold finish**Sponsorship price **£3,000**

- The sponsor will be able to display banners at Kenmore.
- The tented village will consist of one large marquee that will house the dinner and entertainment sectors.
- The sponsor's logo will appear on the website and on the programme.