



£50 challenge

1st April to 30th June 2023

The £50 challenge is a competition between businesses battling to generate the most money for Bolton Hospice from an initial stake of £50. We are looking for a sponsor to provide each company with their £50 stake in the competition to help them kick start their fundraising. The challenge is in it's fifth year and has so far generated £60,000 for Bolton Hospice which has helped to provide comfortable, respectful and dignified care to people in our community when they need us most.

Sponsorship of the £50 challenge offers you an opportunity to associate your organisation with one of Bolton best-loved charities, plus a host of branding, PR, corporate entertaining and CSR benefits.

Cost: £1,000 (one available)

Benefits:

- Company logo on all promotional literature in relation to the event (letters to past and potential participants, leaflets and e-shots).
- Company logo and hyperlink on event page of the Bolton Hospice website.
- Acknowledgement pre and post event on our social media sites. We currently have a combined Facebook and twitter following of 16,000!
- Acknowledgement as sponsor in all press releases in relation to the event.*
- Acknowledgement and thank you via speeches on the launch evening and awards evening.
- Photo & PR opportunities pre-event, on the day and post-event.
- Opportunity to present teams with their £50 on the launch evening of the challenge
- Opportunity to present teams at the awards ceremony with their trophies for most sporty team, most crafty team, most creative team and most money raised.



*We have no editorial control regarding press releases.

Bespoke packages can also be created to meet your business objectives. For further information please contact Kathryn Willett, on 01204 663 064 or Kathryn.willett@boltonhospice.org



Bolton Hospice registered charity no 518704