

Sponsoring **ShapeShifters**



Many trendy small businesses invest in sponsoring local community sports Incentives. Some consider their sponsorship a charitable contribution and others, a form of advertising. Either way, ours is a mutual relationship that pays off for the sponsor and our team.

Below are six ways how sponsoring SHAPE SHIFTERS Run Club can benefit your business.

Increase awareness of the company's products and services: Our sponsorship package has benefits for the sponsor built in; field signage, website advertising, website links, video advertising and your company name on shirts etc.

Your brand will be in front of stadium spectators, photographers, the general public, coaches, event organisers and fans.

A welcomed form of advertising: In most settings consumers are inclined to tune out advertising. Although many traditional ways of reaching consumers are failing, sponsorship's are a positive and engaging way to market a brand. This can further be enhanced by any press or main stream media coverage the group engages with.

Help keep Shape Shifters Costs Down: Physiotherapy, Massages, Vitamin and Supplements and Running Gear all cost, the support from sponsors provides additional resources, that don't always have to be financial, which can help the team concentrate on training and delivering their outcomes. allowing more people to sign up meaning more runners more exposure and better outcomes for our beneficiaries.

Outstanding value for investments: Although sponsorship package costs are normally quite high, ours range from £25.00 to £450.00 and will include your business, logo or

direct online connection via, web-links, digital, hard copy and social media channels which will include, posters, videos, running shirts and website click-through links.

Build goodwill: Companies that sponsor teams undergoing charitable incentives make a positive contribution to their community. Overall this can evoke a community wide feeling that a company understands the impact and importance of the charitable campaign.

Possible tax incentive: Shape Shifters are constituted Community Incentive Group. That being the case, businesses can get a tax break for making a charitable donation.

Sponsorship of £970.00, whether from one sponsor or a collective; to Shape Shifters goes a long way to offset our rising costs of continuous training and development. But what you'll find is that your sponsorship also goes a long way to strengthen the bond between your brand and the local community.



Item / area sponsored	Cost
25 x Running Shirts - business branding on front of shirt	£450.00
25 x running shirts - business branding on left arm of shirt	£210.00
25 x Running Shirts - business branding on right arm of shirt	£210.00
25 x Running Shirts - business name on lower back of shirt	£250.00
Business branding on 2 x promotional videos (see promo-preview of January's video above)	£90.00
Business branding on promotional material for 70mph challenges	£50.00
Business branding and website link from Shape Shifters webpage (included in all the above)	£25.00
Business branding highlighted on social media (included in all the above)	£25.00
TOTAL for complete sponsorship package	£970.00

Contact us on 07986 868 040 or by emailing ssrunclub2020@gmail.com to sponsor our team.