

[We're Leading the Race To Cure Parkinson's Disease: Can You Help?](#)

On Sunday 9 October 2016 'Bud's Run' raised over £10,000 for Parkinson's UK taking our three year total to over £50,000. With over 500 runners taking part in Bud's Run we are responding to their feedback and doing it again but we need your help to make Bud's Run 2017 an even bigger success!

Bud's Run is taking place on Saturday 21 October at the University of Birmingham. We've a new course starting and finishing at the University's inspirational new Sports Centre. There'll be more runners, bigger prizes, an under 11's run and with international athletes supporting the event it promises to be a great day out. Every penny raised is funding a research project, based at University of Birmingham which combines reward learning and brain stimulation to see if these techniques can help people with Parkinson's disease overcome difficulties with learning new movements*.

"Bud's Run" is the idea of Bud Baldaro, the former UK Athletics Marathon Event Coach who's been based at the University for over ten years. During his forty year career, Bud has helped and encouraged hundreds of distance and middle-distance runners of all ages and standards. Bud was diagnosed with Parkinson's disease in 2009, and is keen to use his love of running to help fund research into this long-term condition.

Even greater media coverage

Last year's event were covered by countless local and athletics websites and blogs, and by the national and international running press.

@buds_run and our Bud's Run Facebook page saw social media go crazy and with just under 2000 Facebook likes we have a substantial following of supporters.

As in previous years our dedicated marketing plan and celebrity support will ensure we reach a wide audience. There's no better way to improve your CSR policy, maximise your brand and attract new customers.

Sponsorship opportunities

Bud's Run has a wide range of sponsorship opportunities available and for different levels to suit your company's requirements. We understand that a one-size-fits-all approach may not be the best for you – If there are additional opportunities you would like to discuss please contact us.

Bud's Run Gold Package £750

- your company's logo on technical t-shirt given to each run participant
- team place entry (team of 4)
- hospitality at the event hub
- banner space/signage at the start and finish of the course
- your website link from budsrun.co.uk
- recognition via the event's social media platforms
- your company profile included in digital correspondence with Bud's Run supporters

Bud's Run Silver Package £500

- team place entry (team of 4)
- hospitality at the event hub
- banner space/signage at the start and finish of the course
- your website link from budsrun.co.uk
- recognition via the event's social media platforms

- your company profile included in digital correspondence with Bud's Run supporters

Bud's Run Bronze Package £250

- banner space/signage around the course
- recognition via the event's social media platforms

Gifts in kind

If you are able to offer gifts in kind please give us a call to discuss. We're looking for high quality raffle prizes such as:

- Holidays and unusual / unique experiences
- Must have tickets
- Champagne or bottles of sought after spirits
- Gift packages

Bud's Birthday Bash

We're also offering your company the opportunity to sponsor all or part of the fabulous evening event that will be held in the majestic Great Hall in the University's Chancellor's Court following the 5k run and U11s run.

Bud's Birthday Bash £2000

- 12 tickets for Bud's Birthday Bash
- banner / signage in the foyer of the Great Hall
- recognition via the event's social media platforms
- your website link from budsrun.co.uk (specific mention on the Bud's Birthday Bash page)
- your company profile included in digital correspondence with Bud's Run supporters

Bud's Birthday Bash £1500 (this could encompass specific sponsorship of the drinks reception or birthday toast for Bud or alternatively the band)

- 6 tickets for Bud's Birthday Bash
- banner / signage in the foyer of the Great Hall
- recognition via the event's social media platforms
- your website link from budsrun.co.uk (specific mention on the Bud's Birthday Bash page)
- your company profile included in digital correspondence with Bud's Run supporters

There are many ways you could help us make Bud's Run / Bud's Birthday Bash another roaring success and help us achieve our goal of £70k in four years. If you'd like to discuss being a sponsor, please get in touch today. You can call email the Bud's Run team at: budsrun@gmail.com or call 07584 168610.

*If we're fortunate enough to raise more than the research project costs Parkinson's UK will fund other research projects with just as much potential.