

Sponsorship Opportunity - Bud's Run 21st October 2018 - University of Birmingham

We're Leading the Race To Cure Parkinson's: Can You Help?

Now in its fifth successful year, Bud's Run has raised over £75,000 for Parkinson's UK and with over 500 runners taking part we need your help to make Bud's Run 2018 an even bigger success!

Bud's Run is a 5k fun run event taking place on Sunday 21 October 2018 at the University of Birmingham.

There'll be more runners, bigger prizes, an under 11's 2k run and with famous international athletes supporting the event it promises to be an amazing family 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. (Should the project reach funding your donation will support similar projects.)

"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 in 2009, and is keen to use his love of running to help fund research into this long-term condition.

Sponsorship Opportunities

Bud's Run has a wide range of sponsorship opportunities available to suit your company's requirements. We understand that a one-size-fits-all approach may not be the best for you, so if you would like a tailor-made sponsorship package, please feel free to contact us.

Bud's Run Gold Package £500

- your company's logo on the bespoke Bud's Run medal ribbon given to each race participant
- team place entry (team of 4) along with a team photo with world silver medallist Hannah England
- banner space/signage at the start and finish of the course
- your website link from www.budsrn.co.uk
- recognition via the event's social media platforms and in press releases
- volunteer opportunities for staff members on the day
- your company profile included in digital correspondence with Bud's Run supporters

Bud's Run Silver Package £250

- your company's logo on the draw string bags for all participating under 11s
- team place entry (team of 4) along with a team photo with world silver medallist Hannah England
- your website link from www.budsrn.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 £100

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

Media Coverage

Working in partnership with Parkinson's UK experienced PR team, our dedicated marketing plan and celebrity support will ensure we reach a wide audience that will maximise your brand and attract new customers, which will show your commitment to not only supporting a well-known national charity but will also show your support for a local Birmingham based event.

Last year's event was covered by countless athletics websites and blogs, and by the national and international running press and general media. It was also featured on the BBC Local News, Radio and website. Our event also has its own page on the Parkinson's UK's website which receives thousands of views a month.

The Bud's Run Twitter and Facebook pages have thousands of followers and supporters and Parkinson's UK also have sponsored Facebook posts scheduled which again reach thousands of people.

We would love you to be a part of something life changing. Join us to help raise awareness and vital funds for people affected by Parkinson's.

We estimate there are 145,000 people in the UK who have been diagnosed with Parkinson's – about one adult in every 350. In the West Midlands alone, there are over 12,000 people who have Parkinson's.

Contact Becky Baldaro Booth at budsrn@gmail.com or 07584 168610.