

## Night Walk – Charity Walk

Pennine Events want to help you to put on the best possible event and we are delighted to be able to offer you the chance to host your own charity Night Walk. Each year Pennine Events work with a number of charities who look to us to get the very best out of their events. These include The Christie Hospital, Claire House Children’s Hospice, British Heart Foundation, St Catherine’s Hospice, Bloodwise, and many more.

We understand the need for you to focus on your fundraisers, the need for you to bring in much needed income to aid your cause and so a partnership with Pennine Events is the perfect opportunity to make this happen. From cycling to festivals, runs to awards ceremonies and walks, Pennine Events has you covered.

### The Walk

Pennine Events have an extensive history with successful Night Walks having begun the process in 2006 with The Christie Hospital. The concept of the Night Walk is simple, entertainment, fun, and lots of bright neon clothing and lights!

With regular numbers of between 300 and 500, these successful walking events bring the very best out of everyone and also bring a great sense of fundraising and charity importance to the night.



Taking place in a key location of your choosing, Pennine Events will deliver a successful evening complete with:

- Entertainers
- Full first aid provision
- Stewards
- Refreshments
- Start/finish gantry
- Full route management
- Event village
- Retail opportunities



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Twitter: @pennineevents Facebook: Pennine Events

## **What will we get from an event?**

Utilising the skills and experience of the Pennine Events team your charity will receive the best care and attention to ensure that a profit is made all round. Let Pennine Events take the risk and create an event for you that will put you in a positive and forward-thinking position.

### ***Think Tank***

Pennine Events staff are full of innovative and exciting event ideas that we want to share with you. After a consultation with you and your team we will look to what you have at your disposal and how we can bring our creative and fun ideas forward to match your database and ambitions.

### ***Experienced Team***

When putting together your event we will use all the experience that we can muster to ensure that you get the best possible service. We have a dedicated team in the Pennine Events office of Directors, Operations Managers, Project Managers and Project Assistants, Commercial Managers, and Social Media experts to ensure that we give your event the best possible chance to succeed. We then carry this team forward into event delivery with a highly experienced and skilled set of freelance staff who love to get involved in new and exciting projects. Among them we can boast experience in major and international event delivery, health and safety, public services, charity, and much more to give a combined experience age of well into the hundreds of years.

### ***Event Delivery***

When putting your event together we will ensure that it is delivered professionally; within your set budget; and to the best of our ability. We will ensure that you are kept informed throughout and we will work closely with you to ensure that we can also help you with your fundraisers where we can.

## Budget – Night Walk

Up to 500 free places on the event

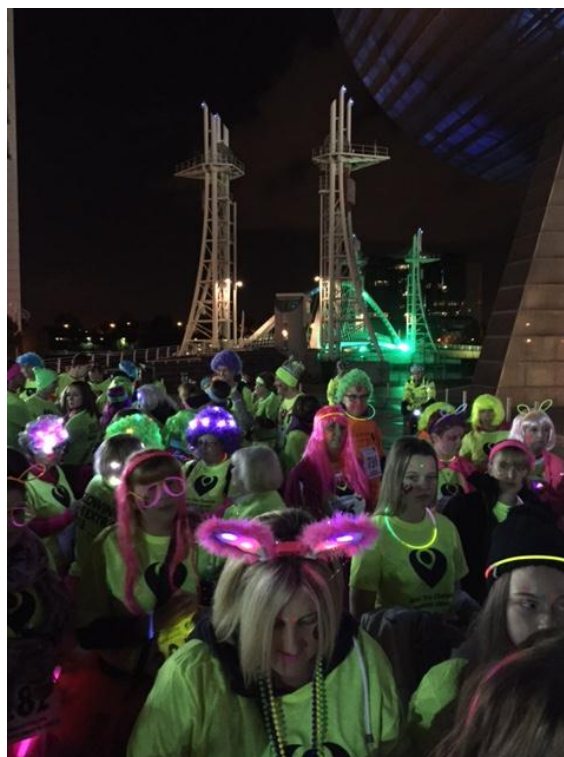
Suggested minimum sponsorship £40

Suggested registration fee £10

**Cost: £15,000**

**Potential income: £25,000 +**

- Exclusive charity partner – your own event with no other
- Uncapped earning potential for you
- Sponsorship of the event under your control, earn extra income
- Use the opportunity to sell retail / promotional items
- Opportunity to sell retail items
- Event owned by Pennine Events
- Pennine Events will not sell places to the public
- Event created in consultation with you
- One-off payment
- Stand and full presence at the event village
- Branding throughout
- Price dependent upon type of event, subject to confirmation. Example above based on standard cycle/run event held on a Sunday with open roads.



## **What do you have to do for an event?**

Not that much! Pennine Events are here to do the work for you. We will ensure that together we choose the right event for you; the event that will appeal to your fundraisers and as such we would ask you to ensure that your fundraisers make an appearance at your event.

### ***Marketing***

Working with our marketing team here at Pennine Events we will look to ensure that between us we get the very best out of your fundraisers. Pennine Events will be only too happy to work with you to give the public the very best chance to join up on your event. We will also between us look to target a new range of fundraisers to add to your database and boost those all-important income figures.

### ***Volunteers***

Always a crucial part of any event we would like for you to play your part and bring your incredible volunteers to the event, not to take on event production roles, but to help you to make the most of your day.

### ***Focus on YOUR fundraisers***

We understand that the donor journey means so much to you and your charity so it is therefore important to us that you have the time to focus on your donors and not the event details. Working with Pennine Events gives you the very best opportunity to ensure that you create fundraisers for life, developing that all important journey from initial enquiry to event attendance and fundraising, to becoming a committed supporter, volunteer, and eventually direct debit and legacy donor. Fundraising is about relationships, let us give you the time to develop yours.

## **Ideas**

The main thought process behind an event will often come from what is at your disposal, what you have done in the past, what your supporters prefer, or simply a crazy idea. Talk us through your set up and we will take it from there.

## **Contact**

If this is not the event for you but you have an idea you'd like to share with us, let us know and we'll put it together for you!

For more information contact Mark Parkinson on 01772 447 979 or [markp@pennineevents.co.uk](mailto:markp@pennineevents.co.uk).