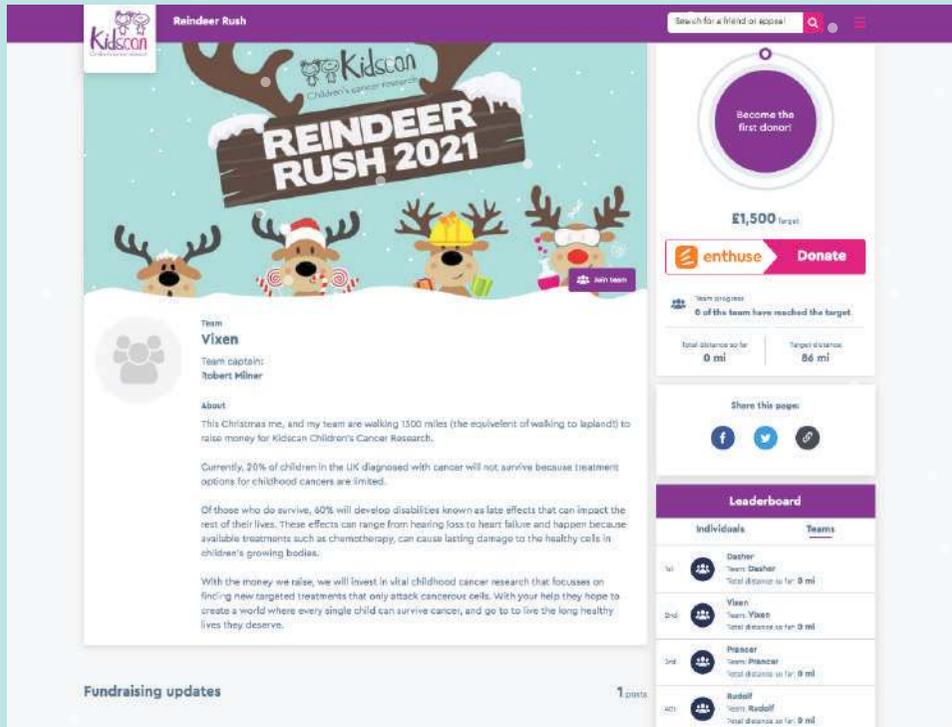




# REINDEER RUSH 2021

Corporate Sponsorship





## Thank you for choosing to find out more about sponsoring Reindeer Rush, the virtual fundraising challenge where each team has to walk 1300m to power their reindeer to Lapland

After raising over **£11,000** in 2020, Reindeer Rush is back and it's bigger and better with a brand new platform and a great new format!

### So what is Reindeer Rush?

After running out of magic dust, Santa's Reindeers have found themselves stuck in Manchester again and to get home they need your help! From the 1st -17th December, 9 Reindeer teams will walk 1300miles, the equivalent of walking to Lapland, to power their reindeer home!

By asking friends, family and colleagues for sponsorship participants can raise money for childhood cancer research at the same time! With prizes for the highest fundraiser in each team - it's a real family friendly competition!

To bring Reindeer Rush to life we are looking for 9 businesses to sponsor a reindeer team each. Your sponsorship will help us to ensure that every penny raised from participants can go towards finding safe new treatments for children with cancer.

To find out more or to become an event sponsor contact:

**Bethany Hinchliffe**  
 Head of Fundraising  
 Bethany@Kidscan.org.uk  
 07508 964305

## Thank you to our 2020 sponsors!



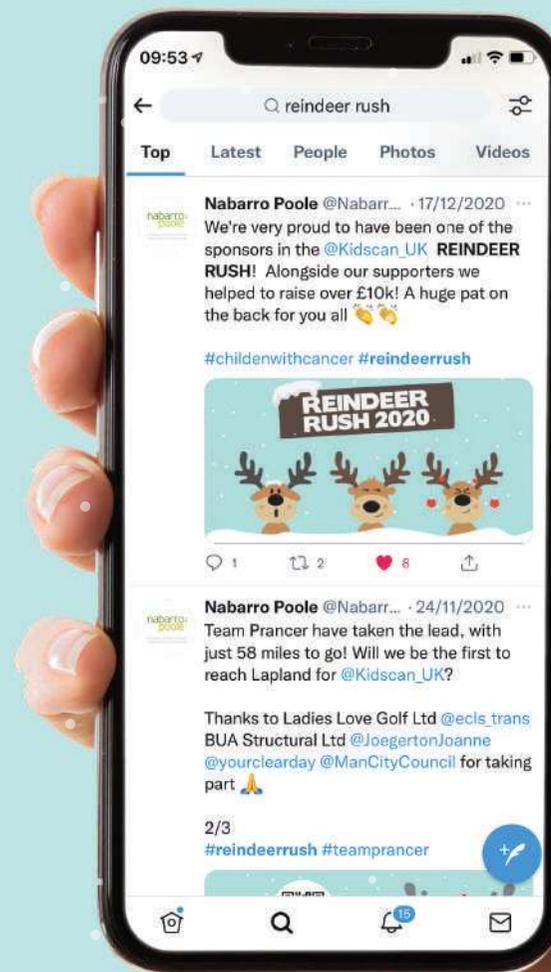
## Our Sponsorship Package

To sponsor a reindeer we are asking for a donation of **£150** and in return you will receive the below benefits:

- Logo, company description & link to website on landing page
- Your logo across all advertising materials digital & physical
- Your logo in the fundraising pack distributed to all participants
- Dedicated Facebook group to interact with other Reindeer Rush sponsors and participants
- Unique code giving each participant you refer free entry
- You own social media fundraising pack with branded materials to help promote Reindeer Rush to your network.

Reindeer Rush is a great way to raise money for Childhood Cancer Research this Christmas. It's the perfect way to:

- Bring your team together, whether in the office, working from home or even in multiple locations.
- Encourage wellbeing in your team by promoting physical activity
- Create a talking point when engaging your suppliers and connections
- Network with new businesses
- Showcase your business to new customers.





**1 in 500 children will be diagnosed with cancer by the age of 14. Although survival rates have improved, 60% of those who survive will suffer late-effects from the treatments used to save their lives.**

Emilie was diagnosed with stage 4 hepatoblastoma (liver cancer) when she was just 2 years old. *“Although chemotherapy is over Emilie still has a number of daily hurdles due to the effects of the treatment she underwent. She has lost some of her hearing so wears hearing aids, she has a number of gastro issues and food intolerances, she still doesn’t have the strength and stamina that other children do either.”*

Kidscan Children’s Cancer Research are one of the only charities in the UK dedicated to finding safe new treatments for children diagnosed with cancer. By investing in childhood cancer research our aim is to create a world where every child diagnosed with cancer can survive and thrive throughout adulthood, without suffering late-effects.

Each research project we invest in costs more than £2,000. Every penny raised from Reindeer Rush will go directly to funding vital research across the UK.

To find out more about Kidscan or our research visit:

[www.kidscan.org.uk](http://www.kidscan.org.uk)



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