



**The  
LandAid  
Trek 2024**

**The Black Mountains, Wales**

**SPONSORSHIP OPPORTUNITIES**

# Introduction

**Embark on a Journey of Purpose: Join Us for Our Inaugural LandAid Trek Event!**

In our 37th year of unwavering dedication to help make sure every young person has the shelter and support they deserve, we're thrilled to introduce our newest endeavour: **The LandAid Trek**. This September 2024, we invite **500 passionate property professionals** to unite to help end youth homelessness.

Picture this: A day of adventure amidst the breathtaking landscapes of the Black Mountains, Wales.

Participants will conquer the 27km route and with every step they take, they will pave the way for a more stable future for young people. To make this event as inclusive as possible, we will offer participants the opportunity to take part in the event virtually, where they will be required to complete the 27km challenge at home or area of choice across the same weekend as the Trek. The alternative virtual event taking the place of Steptober will offer a more focused challenge, enabling the families of participants to take part alongside them.

After the Trek concludes, participants will gather for a LandAid celebration dinner featuring entertainment at the prestigious Celtic Manor Resort, honouring the remarkable accomplishments of our dedicated supporters.

But this event is more than just a trek; it's an opportunity to make an impact. With a lofty goal of **raising over £350,000**, we're committed to providing crucial support for young people who desperately need our help.



# About the Event

**Dates:** 13 – 15 September 2024

**Location:** The Black Mountains, Wales

The LandAid Trek will consist of a one-day trek (Saturday 14 September) across the Black Mountains in Wales. We will offer participants two routes to take part in – 27km across Wales or 27km at home in an area of their choice! We are aiming to achieve 300 sign-ups for the Trek and 200 sign-ups for the Virtual Trek from property and built environment professionals and to raise over £350,000 to keep funding vital services.

## Itinerary

### **Friday 13**

Participants to arrive for a welcome briefing and dinner at Celtic Manor Resort

7.30pm: Welcome Dinner

8.30pm: Event safety briefing

8.45pm: Participants to collect tracking devices & event maps

Participants stay overnight at Celtic Manor or accommodation organised by themselves. We encourage all participants to opt in for our accommodation package with 5\* Celtic Manor Resort as all briefings and travel will take place from here.

### **Saturday 14**

6.30am: Breakfast served at hotel & participants to collect packed lunches for Trek

7.30am: Participants will be taken from Celtic Manor to starting point by LandAid coaches

9.15am: Trek commences - there will be water stations provided throughout

4-4.30pm: Challenge complete (approx. 7hrs walking time inc. rest stops), & minibus shuttles to Skirrid Inn

5pm-6pm: Travel in coaches back to Celtic Manor

7.30pm: Celebration dinner commences

### **Sunday 15**

Morning: Breakfast at leisure at Celtic Manor before participants checkout



# Why Sponsor us?

As an Event Sponsor, you'll play a pivotal role in surpassing our fundraising target, enabling us to extend a lifeline to even more young people who, amidst the ongoing cost of living challenges, need our support now more than ever.



- You'll be making a commitment to end youth homelessness with LandAid
- Sponsorship means that more, if not all, of the money raised by our events will go directly towards helping vulnerable young people
- You will also receive benefits such as exclusive branding opportunities including your logo and name on event marketing material distributed to our wide network of supporters within the property industry
- Your company branding on site at the event, attended by industry professionals
- Exclusive access to LandAid events
- Your support will be featured in LandAid communications and event press releases
- You will join the LandAid Partnerships network

# Sponsorship Packages

**Headline Sponsor**

**£20,000 + VAT**

**Virtual Sponsor**

**£5,000 + VAT**

**Celebration  
Dinner Sponsor**

**£5,000 + VAT**

# Headline Sponsor (£20,000 + VAT)

## Benefits of being the LandAid Trek 2024 Headline Sponsor:

- **Naming rights as Headline Sponsor** - *The LandAid Trek 2024 sponsored by YOU?* This offers unparalleled brand visibility, placing your organisation at the forefront of our prestigious event, reaching a vast audience and demonstrating a commitment to impactful philanthropy
- **Name & Logo featured prominently on the LandAid Trek 2024 microsite**, where participants from across the property sector sign up, your brand enjoys widespread exposure, creating a lasting impression and fostering a sense of community engagement
- **Extensive promotion** throughout the entire event lifecycle – from pre-event anticipation through the event day and post-event reflections – reaching a targeted audience of 300 property professionals across emails, online platforms, and social media channels, ensuring maximum visibility and impact
- **Exclusive brand exposure** with your logo prominently showcased in some paid marketing efforts, reaching an expansive audience of over thousands of property professionals, and positioning your company at the forefront of industry visibility without the financial commitment
- **Gain prominent recognition in all Press & PR activities**, both leading up to and following the event, with a distinguished acknowledgment, including a quote from your Senior Partner, underscoring your commitment to positive impact and community support. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain coverage
- **Unlimited use of the LandAid Trek 2024 logo** both in the lead-up, during the event itself, and in the post-event period, amplifying your commitment to making a lasting difference
- **Static branding at the event** as your logo takes centre stage on the start and finish lines of the Trek, ensuring a lasting impression on participants and spectators alike
- **Logo prominently featured on all stewardship and marketing emails** directed to event participants, your brand gains continuous exposure, demonstrating your support and enhancing engagement throughout the participant journey
- **Opportunity to feature in a blog on the LandAid website**, amplifying your brand and commitment to tackling youth homelessness to our online audience
- **Logo prominently displayed on our branded event merchandise**, ensuring widespread visibility and leaving a lasting impression long after the event concludes
- **Ten complimentary spaces** to take part in the LandAid Trek 2024 in Wales, allowing your team to engage firsthand, forge connections, and embody your commitment to positive change
- **Access to all professional event photography**, capturing the essence of your involvement, providing valuable content for your social and digital platforms, and showcasing your commitment to a meaningful cause
- **First refusal for Headline Sponsorship of a future LandAid event!** (subject to confirmation)

# Virtual Sponsor (£5,000 + VAT)

## Benefits of being the LandAid Trek 2024 Virtual Sponsor:

- **Naming rights as Virtual Sponsor** - *The LandAid Virtual Trek 2024 sponsored by YOU?* This offers unparalleled brand visibility, placing your organisation at the forefront of our prestigious event, reaching a vast audience and demonstrating a commitment to impactful philanthropy
- **Name & Logo featured prominently on the LandAid Virtual Trek 2024 microsite**, where participants from across the property sector sign up, your brand enjoys widespread exposure, creating a lasting impression and fostering a sense of community engagement
- **Extensive promotion** throughout the virtual event lifecycle – from pre-event anticipation through the event weekend and post-event reflections – reaching a targeted audience of property professionals across emails, online platforms, and social media channels, ensuring maximum visibility and impact
- **Brand exposure** with your logo prominently showcased in 1 paid marketing post, reaching an expansive audience of thousands of property professionals, and positioning your company at the forefront of industry visibility without the financial commitment
- **Gain recognition as Virtual Sponsor in all Press & PR activities**, both leading up to and following the event, with a distinguished acknowledgment, including a quote from your Senior Partner, underscoring your commitment to positive impact and community support. We have strong links to property press and will be working with our media partners EG, Property Week, CoStar and React to gain coverage
- **Logo prominently featured on all stewardship and marketing emails** directed to virtual event participants, your brand gains continuous exposure, demonstrating your support and enhancing engagement throughout the participant journey
- **Five complimentary spaces** to take part in the LandAid Trek 2024 in Wales, allowing your team to engage firsthand, forge connections, and embody your commitment to positive change
- **Access to all professional event photography**, capturing the essence of your involvement, providing valuable content for your social and digital platforms, and showcasing your commitment to a meaningful cause

# Celebration Dinner Sponsor (£5,000 + VAT)

## Benefits of being the LandAid Trek 2024 Celebration Dinner Sponsor:

- **Naming rights as Celebration Sponsor** - *The LandAid Trek Celebration Dinner 2024 sponsored by YOU?* This offers brand visibility, placing your organisation at the forefront of our celebration dinner, reaching all event participants and demonstrating a commitment to impactful philanthropy
- **Logo prominently displayed throughout the celebration dinner**, including food and drinks menus and on digital screens in the room, ensuring widespread visibility amongst property professionals
- **Opportunity for heightened brand visibility** with your logo featured on branded leaflets placed on all guest tables during the celebration dinner, reaching and resonating with a targeted audience of 300 property professionals in attendance
- **As the Celebration Event Sponsor, enjoy the exclusive privilege of being mentioned throughout the night** and the opportunity to address our esteemed event guests, fostering direct engagement and showcasing your commitment to the celebration of success.
- **Access to all professional event photography**, capturing the essence of your involvement, providing valuable content for your social and digital platforms, and showcasing your commitment to a meaningful cause



**Thank you for supporting LandAid!**