

Tŷ Hafan



CHILDREN'S HOSPICE  
HOSBIS I BLANT

# Sponsorship opportunities with Tŷ Hafan



Thousands of families in Wales live every day knowing their child's life will be short. At the moment, they often face this without any care or support. **Alone. Afraid. Isolated.** When a child's life will be short, no family should have to live it on their own. Tŷ Hafan will walk alongside them every step of the way through life, death and beyond.

## Corporate sponsorship opportunities

Every year, Tŷ Hafan has an exciting calendar of events which all play a huge part in helping us to raise the money that we need to support children and their families. Right now, we are only able to support 1 in 10 families who need our help. We have got to do more.

It's thanks to our generous sponsors that we're able to host such an exciting and diverse range of events all year round. So, if you're curious about sponsoring a Tŷ Hafan event, we would love to speak to you!





## Why sponsor an event?

There are lots of reasons why you might choose to sponsor one of our events, including:

- Meeting your ESG goals
- Boosting your business's profile across Wales
- Reaching socially conscious customers
- Providing your employees with a great team building opportunity
- Engaging your employees with a meaningful volunteering opportunity

## Sponsoring a Tŷ Hafan event

When you sponsor one of our events, we'll make sure it's a great experience for you. You'll get:

- A dedicated account manager to help you make the most out of this partnership
- PR opportunities and exposure
- Engagement opportunities for your team
- Complimentary places at the event
- High levels of social media coverage

# Positive Promotion

One of the many benefits of sponsoring an event with Tÿ Hafan is the positive digital promotion that your business would be aligned with. On average in 2023, we had:



We have more than  47,000 followers on social media:



## Across all channels

Impressions

12,278,329

Engagements



568,591

Post Link Clicks



128,988

Engagement Rate



4.6%

## Tŷ Hafan PR

In 2023 we gained local, regional, national and international online, print and broadcast coverage with a total publicity value of **£2.2 million** with a total reach of **80 million**.

Our stories have featured in titles and on outlets including:



# 2024/2025 Events

This year's events programme offers something for everyone. From high octane challenges like a thrilling Skydive to our wonderful Christmas Concert with Treorchy Male Voice Choir, there is an event that is sure to be right up your street!

## Skydive

Saturday 10<sup>th</sup> August 2024, Swansea Airfield

This August, a group of 25 brave Tŷ Hafan supporters will take to the skies of Swansea for a thrilling tandem skydive.

This is a day dedicated to Tŷ Hafan supporters so there will be an amazing atmosphere. The challenge is being promoted heavily on social media, to existing supporters on our database and through our business networks.



### The sponsorship package includes:

- Inclusion in all pre and post challenge digital marketing and social media.
- Logo on banners that will be used in photoshoots throughout the challenge itself and displayed at the airfield.
- Credit as event sponsor on all media releases that are distributed.
- 2 complimentary skydive places for the sponsor. (Participants must be 18+ and meet criteria of event organiser).

Investment required:

**£2,000**

+ VAT



# The Dark Run Series

Three iconic locations across South and West Wales

Cyfarthfa Castle, Merthyr – Friday 25<sup>th</sup> October

Caldicot Castle – Saturday 26<sup>th</sup> October

National Botanic Garden of Wales

Saturday 2<sup>nd</sup> November

NEW  
VENUE



After the huge success of the first Dark Run Series in 2023, these spooky, family friendly fun runs are back! As the nights draw in and we approach Halloween, join us as we bring a spooky twist to some of Wales's most loved destinations for a night to remember! Maximum participant numbers at each event are 400. Each runner will receive a glowstick and a fantastic medal.



## As the sponsor of the Dark Run Series, you will receive:

- Logo on all printed and digital event marketing material including Tŷ Hafan website.
- Logo on participant medal lanyards.
- Credited as event sponsor in pre and post event press releases.
- Opportunity to host own branded stand at each event.
- 10 free places to share with customers or staff for each event.
- Logo projected onto buildings at all sites.
- Externally sourced marketing campaign featuring your business as sponsor including: targeting of 21 schools near the event locations with leaflets and PVC banners positioned at school sites. Traffic, registration and re-marketing paid for ad campaign on Meta channels (Facebook and Instagram) aimed at parents of children aged 6-12 years of age and fun runners.

Investment required:

£5,000 + VAT

This includes sponsorship of all 3 events.

(This package can be broken down into single locations for £2000 + VAT per event.)

# Tŷ Hafan Football Fives Tournament

Thursday 26<sup>th</sup> September 2024



After the success of last year's Football Fives Tournament which saw over twenty corporate teams from Wales's leading businesses come together to compete with one another and have an amazing time, we are back, bigger and better than before! Teams will pay an entry fee to take part and then be asked to fundraise in the run up to the event. We have increased capacity this year for up to 30 teams.

Investment required:

## £2,000

+ VAT



## Tŷ Hafan Football Fives



As the sponsor of the Football Fives Tournament, you will receive:

- Complimentary team entry.
- Logo on all event marketing material including Tŷ Hafan website.
- Credited as event sponsor in pre and post event press releases.
- Branding opportunities at Gol.
- Spectator places for your wider team to show some support!
- A bespoke social media shout out across Instagram, X, Facebook and LinkedIn to announce you as the event sponsor.
- Ongoing social media promotion during the event and after the event.

SOLD



# Christmas at Tŷ Hafan

Featuring a range of superb performers including Treorchy Male Choir – Sunday 1<sup>st</sup> December 2024, BBC Hoddinott Hall, Wales Millennium Centre, Cardiff.



After the success of our last sell-out Christmas Concert, we are thrilled to present the opportunity to sponsor this amazing musical extravaganza in 2024!

Back in a new venue, the fantastic BBC Hoddinott Hall in the Wales Millennium Centre, Christmas with Tŷ Hafan will see a matinee and evening performance reaching over 700 people. This is your exclusive opportunity to be the headline sponsor of the event.



## As sponsor you will benefit from:

- Opportunity to network with our VIP guests in the dedicated VIP reception. This will include a pre event drinks reception as well as during the interval.
- Branding opportunity in bar area on the evening of the event as well within the VIP section.
- Sponsor logo included on all event promotion both online and in print (including autumn Cwtch newsletter with a print run of more than 20,000 copies).
- Credited as event sponsor in all Tŷ Hafan PR releases.
- Promotion of your company as event sponsor through Tŷ Hafan's highly active social media to promote the event.
- Full page, full colour advert in the event programme given to each ticket holder.
- 10 complimentary VIP tickets to the concert to use for customer/staff incentives.

Investment required:

**£3,000**  
+ VAT

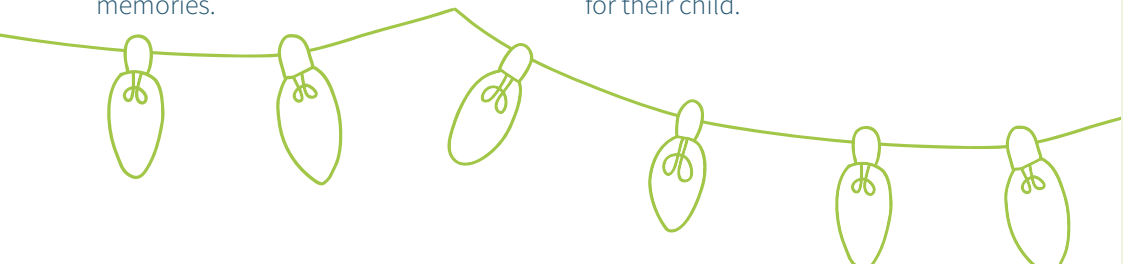
# The Magic of Christmas at Tŷ Hafan

December 2024



Christmas is a very special time for us all at Tŷ Hafan. We understand that for many of the children we support, the sad reality is that this may be their last Christmas. Our care team work tirelessly to ensure that children and their families have a fantastic experience and are left with treasured memories.

Last year, we had visits from Cardiff City FC, the Cardiff Blues and we saw incredible generosity from the Welsh public who donated money and specially selected gifts for the children. Many families that we support are also faced with real financial hardship given the rising cost of living and care costs for their child.



In December, we have a dedicated Christmas marquee erected in the wonderful grounds that is used for a multitude of activities and events. Some of those activities include:

- **The infamous Tŷ Hafan Christmas panto** – held every Monday and Friday from the start of December up to and including Friday 22nd December. The panto is supported each year by many of the fantastic businesses and individuals who work with Tŷ Hafan.
- **A Christmas party for siblings.**  
This includes bereaved children as well as those who are still making memories with their much loved brothers and sisters. They are given gifts and have a special visit from Father Christmas!
- **Christmas markets and crafting sessions** hosted by our ‘Handcrafted’ team.
- **The Festival of Lights!**  
The beautiful grounds of Tŷ Hafan are illuminated throughout December and we hold dedicated events for families and supporters in the run up to Christmas where they can explore the grounds and take part in festive activities.
- **A couples meal out** – mums and dads are invited for a special evening where they can escape their day to day caring duties and be waited on by our wonderful catering team from the hospice.
- **Shopping trip to the Bath Christmas Market.** Parents are invited to join us for a special Christmas trip to Bath where we organise travel and give people a chance to come together.
- **Christmas Remembrance Service.**  
Every year, we host an event to remember the children who have sadly passed away, inviting families to come together for support and to share memories.
- **Spoiler alert** – visits from Father Christmas. Of course, the REAL Father Christmas is busy in December so sends us his stand-ins to come along and visit the children in the hospice.

In order to make sure we can continue to make Christmas bigger and better than ever before, we would like to seek a sponsor for 2024.

Investment required:

**£5,000**  
+ VAT

\*This is an opportunity that we would open up for a number of partners to share if necessary.

# The Big 25<sup>th</sup> Anniversary Quiz

Depot, Cardiff – Thursday 20<sup>th</sup> February 2025

It's time to work out which of your colleagues, family or friends have expert knowledge to become champions in our very first Big Quiz! With up to 50 teams of 8 people, this is a great night out with family, friends or colleagues in one of Cardiff's most popular nighttime venues.



As the sponsor of this event, you will receive:

- One complimentary team slot for up to 8 people.
- Logo on all event marketing material including Tŷ Hafan website.
- Credited as event sponsor in pre and post event press releases.
- Branding opportunities at Depot including big screens.

Investment required:

**£2,000**  
+ VAT

- A bespoke social media shout out across Instagram, X, Facebook and LinkedIn to announce you as the event sponsor.
- Ongoing social media promotion during the run up to and after the event.

# Firewalk Challenge

February 2025, venue TBC

## A fiery fundraising event like no other!

Up to 80 brave Tŷ Hafan supporters will face the flames and walk barefooted across 5 meters of 800-degree burning wood embers!

Each participant will be asked to pay a nominal entry fee of £25 and raise a minimum of £50 sponsorship. They will be provided with a fundraising pack and support to help them successfully smash their fundraising target.

They will also be invited to bring along 2 spectators and will earn a medal as proof that they completed this amazing challenge.

This event was a HUGE success in 2024, and we are delighted to see it return.



Investment required:

# £2,000

+ VAT

### As the sole sponsor of this event you would receive:

- Sponsor credit and your logo on all printed and digital event marketing including participant information emails.
- Company name and logo featured on the dedicated web page for the event.
- Opportunities to use own promotional material at the event and for your team to be present to promote your company.
- Sponsor credit on all press releases.
- Promotion of your company as event sponsor through Tŷ Hafan's highly active social media to promote the event.
- 4 places to the Firewalk for your staff with no entry cost, all we ask is that they each raise the minimum sponsorship of £80 per person.



# Tŷ Hafan

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To find out more about how you could align your business with one of our fantastic events for 2024, contact [joinus@tyhafan.org](mailto:joinus@tyhafan.org) or your dedicated corporate fundraising account manager.

**Thank you!**



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