



# Famous Flitton Potato Race on Sunday 2<sup>nd</sup> June 2024 Sponsorship Opportunities

The Flitton Potato Race was revived in 2010 and has grown annually into a vibrant and well supported event in the community life. Last year, it attracted over 150 competitors on the day in the main races, running a full mile through the village carrying a sack of potatoes. With an additional 160 runners in the children's races, it draws over 1,000 spectators to watch the race and enjoy the after race events, family entertainment and prize giving throughout the afternoon. Competitors and spectators come from not only Flitton and surrounding villages but right across Bedfordshire and the surrounding counties. Over the years we have raised over £49,000 for charities (both local and national) and local projects. This year the principal charities that we are supporting are **Primrose Car Service** (as part of Bedford Hospital Charity & Friends), **Mind BLMK** and **NOAH Enterprise**. Other charities that have previously benefitted include St John's Hospice Moggerhanger, Army Benevolent Fund, Alzheimers Society, East of England Air Ambulance and Respite at Home. Local projects have included picnic tables at the recreation field, the Tommy silhouette to commemorate the Armistice and the Community First Responder Group. From March to June we start a campaign of leafleting at local sporting events and schools, advertising and promotion, through our website ([www.flittonpotatorace.co.uk](http://www.flittonpotatorace.co.uk)) and print and social media. For more details about the race see our website or watch the video – just click on the Youtube link [https://youtu.be/pSDL1nuA\\_Jg](https://youtu.be/pSDL1nuA_Jg). To discuss advertising opportunities, please contact Simon Sadler, [flittonpotatorace@hotmail.co.uk](mailto:flittonpotatorace@hotmail.co.uk)

In addition to donations and match funding, we can offer specific opportunities below including individual race sponsorship which includes **Named Race** Sponsor with acknowledgement across our extensive advertising campaign, full programme and website credits and the opportunity to display your banner at the finish and a ½ page programme advert.

## Gold Race Sponsors – Adult Individual Race £800

## Silver Race Sponsors – Adult Relay Race £600

## Bronze Race Sponsors – Youth Individual or Relay Races £400

## Relays, Children's Races and Competitions £100-£300 or in kind

### Individual opportunities to advertise

Advertise on one of the 5 roadside boards at the entrance to the villages	£100
Display logo on race web-site, registration forms, flyers & posters	£250
Advertise in the colour A5 souvenir programme	£30 ¼ page £50 ½ page £90 full page
Display your Banner (up to 15ft) – at the finish on race day or along the route a week or so beforehand	£150