

THE MYTON HOSPICES  
**WALK FOR  
MYTON**

**Sponsorship Proposal**

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**A partnership with purpose**





# A partnership that delivers

Partnering with The Myton Hospices as sponsor of Walk for Myton 2026 aligns your organisation with a trusted local healthcare charity committed to improving patient care, wellbeing, and community support across Coventry and Warwickshire.

With an expected 800 participants raising £75,000 for hospice care, this partnership will deliver meaningful impact for patients and families beyond the hospital setting.

Supported by a five-month marketing campaign reaching an estimated 1.4 million people, the event offers strong local brand visibility across digital, social, press, and on-the-day promotion.

Through this partnership, you will:

- Deliver measurable community impact
- Strengthen local brand visibility
- Engage and inspire staff participation
- Promote health, wellbeing, and social responsibility

Walk for Myton is more than sponsorship, it's a partnership that delivers real outcomes for your organisation and the communities we serve.

# Walk for Myton 2026

On Sunday 20th September 2026, hundreds of people will come together to walk through Warwickshire countryside, choosing from 3 mile, 6 mile or 13.1 mile routes.

Every mile walked helps raise vital funds for The Myton Hospices, ensuring patients and families across Coventry and Warwickshire receive compassionate, specialist care when they need it most.

With 800 participants expected and £75,000 projected income, this event delivers real impact for participants, sponsors and the wider community.



# Marketing Outline

As a Presenting Partner, Myton would work jointly with our sponsor to create a marketing and communications plan to fully leverage the collaboration. We will create plenty of access to share your brand messaging with our wider audience and to ensure that the key values of the partnership shine through and are shared widely in our joint marketing endeavours.

For example, our event marketing activity includes:

|                              |   |
|------------------------------|---|
| Launch and Awareness         | <ul style="list-style-type: none"><li>• Campaign launch and sponsor announcement</li><li>• Joint press release to local media</li><li>• Digital ads on Facebook and Instagram</li><li>• Email to 28,000+ Myton supporters</li><li>• Posters and flyers across 26 Myton shops and community venues</li><li>• Sponsor logo on all materials and event pages</li><li>• Banners and lamp post signs across Warwick and Leamington</li></ul> |
| Recruitment and Engagement   | <ul style="list-style-type: none"><li>• Regular social posts featuring participants and sponsor stories</li><li>• Paid and retargeting ads to boost sign-ups</li><li>• Team and volunteering opportunities for sponsor staff</li><li>• Potential local TV, radio and media coverage</li><li>• Sponsor mentions in Coventry Telegraph and Myton blog</li><li>• Countdown on social featuring sponsor branding</li></ul>                  |
| Countdown and Event Delivery | <ul style="list-style-type: none"><li>• Event Day: Sunday 20th September 2026</li><li>• Sponsor branding across banners and other printed materials</li><li>• Live social coverage and potential local press presence</li><li>• Sponsor recognition in event announcements</li></ul>  |
| Post-Event Impact            | <ul style="list-style-type: none"><li>• Thank-you campaign on social, email and website</li><li>• Press release announcing total raised and celebrating support</li><li>• Post-event report shared with stakeholders and sponsors</li></ul>   |

# Leverage Ideas

## 1. Client & Partner Engagement

Invite key partners, stakeholders and healthcare collaborators to take part in or attend Walk for Myton as a relationship-building opportunity. Sharing the experience supports collaboration across the local healthcare network and strengthens professional connections.

## 2. Staff Wellbeing & Engagement

Support staff wellbeing and engagement by involving employees in the event.

Opportunities include:

- Sponsored places for staff
- Volunteer roles for non-walking staff and families

This promotes active lifestyles, teamwork and staff pride while supporting a local healthcare charity.

## 3. Community & Patient Engagement

As event sponsor your organisation will connect directly with Myton supporters and the wider community.

Brand integration opportunities include:

- Start line welcomes
- On-the-day sponsor recognition
- Branded finish-line giveaways

Positioning your organisation as an active supporter of local hospice care and community health.

## 4. Professional Networking & Partnership Development

Walk for Myton provides a relaxed environment to engage your organisational partners, local businesses and decision-makers.

This shared challenge creates natural opportunities to build relationships based on shared values, collaboration and community impact.



# Partnership Benefits

## Brand Alignment

- Event Presenting sponsor of The Myton Hospices Walk for Myton event
- CSR strategy alignment
- Certificate of Support for display in business premises
- Use of our 'proud to support' logo for one year on your website and materials
- Joint case study profiling our partnership

## Marcomms

- 1.4 million+ opportunities for people to see or engage with the event activity
- Logo placement on:
  - 500 flyers
  - 7 banners reaching c. 590,000
  - 30 Lamp post signs reaching c. 300,000
  - 26 Shop window posters reaching c.150,000



## Marcomms contd.

- Social media posts reaching c.350,000
- Inclusion in promotional emails to 28,000 Myton subscribers
- Up to 10 social media posts including sponsor mention
- Event blog linking to event landing page with sponsor logo
- Printed marketing materials
- Joint press release including quote from your organisation
- Inclusion in Myton's Coventry Telegraph column reaching up c.200,000
- Post-event impact report detailing reach and fundraising total

## Employee engagement

- Opportunity for staff volunteering at the event
- 10 complimentary event participation spots



# Investment Fee

For 2026 we are pleased to offer the Presenting Partnership to experience the valuable benefits of this popular event.

£3,000\* for the 2026 event

\*Fee excludes VAT, any event catering, sponsor venue hire, and signage.  
If desired, we can review the proposed benefit package to further meet your specific business objectives.



# Appendix

- **Seven reasons to partner with us**
- **About The Myton Hospices**
- **Patient Story**
- **Social Media Reach**
- **Contact information**



# Seven reasons to partner with us

1. **High visibility provides brand exposure** and enhanced brand reputation through alignment with Myton's much-loved and respected community brand.
2. **Direct access to target market segments** through event marketing campaign, joint marketing opportunities and community networking.
3. **Build credible relationships** and strengthen ties with existing and potential clients and/or suppliers by providing exclusive hosting and insight opportunities, while demonstrating your desire to build stronger communities at an event which is positively impacting on lives in the local area.
4. **A relaxed environment for client networking** with quality hospitality, exclusive access opportunities created just for you and your guests.
5. **Demonstrate tangible investment in community** wellbeing and support local families through free hospice care.
6. **Networking opportunities** with the many individuals, business and community leaders who support this event.
7. **Strengthen employee relationships** and boost staff morale and pride with volunteering and teamwork opportunities for your employees.

**Together, we can build a better tomorrow for local people and their families.**

# About The Myton Hospices

At The Myton Hospices we believe that everyone matters for every single moment of their life, we focus on enhancing life when cure is no longer an option; supporting people living with a life limiting illness, and their families, from the point of diagnosis to end of life.

We are leaders in compassionate end of life care; our work centres on patient wellbeing and involving them in decisions about their care. Perhaps most importantly we give our patients more quality time with their loved ones.



**Last year, we supported thousands of people and their families, in our hospices, via our patient & family support services, and in the community through Myton at Home.**

**This year alone, we need to raise £12.7 million of the £15.3 million it costs to continue providing our services free of charge to patients and their loved ones.**





and this is where I want to be

# The Myton Hospices Social Media Reach



**23,000 Followers**  
**3.2 million**  
**Monthly Views**



**5,623 Followers**  
**381,579**  
**Monthly Views**



**8,153 Followers**  
**17,520**  
**Monthly Views**



**2,247 Followers**  
**6,990**  
**Monthly Views**

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**Total Followers: 39,000 | Total Monthly Views: Over 3.5 Million**

To support The Myton Hospices and be a part of Walk for Myton 2026, please contact:

**Chris Willmott**  
Partnerships Manager  
[chris.willmott@mytonhospice.org](mailto:chris.willmott@mytonhospice.org)  
01926 358387

Thank you for considering this opportunity to create lasting impact while gaining meaningful exposure for your organisation.

