

LEGACY PROJECT.ORG.UK

15 APRIL
2012
BRIGHTON
MARATHON
MOONWALK

The Event

Hampshire based youth charity, The Legacy Project (www.legacyproject.org.uk) has been given the green light by marathon organisers for one of their team to moonwalk the Brighton Marathon in April 2012. This activity has never been attempted before and the team are hoping to set new world records for the longest ever moon-walk through the Guinness Book of Records. The idea was created by Legacy volunteer Danny Miller who will attempt the moonwalk as a way of raising the profile and funds for the charity.

The Legacy Project is focused on developing confidence, personal awareness and leadership skills in youth from disadvantaged communities. Working with youth between the ages of 12-16, Legacy helps support the delivery of positive impact projects in local communities helping to change mindset and behaviours so that our youth take more responsibility and ownership for their communities.

The marathon moonwalk is a way of demonstrating to youth that anything is possible.

Media Campaign


The event will be launched next month through the following media:

- **Publicity through Guinness Book of Records**
- **Mobile phone app**
- **Website page**
- **Blog**
- **Twitter**
- **Facebook**
- **LinkedIn**
- **Viral Marketing Campaign**
- **Local & National News**
- **Radio Coverage**

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Sponsorship Packages

To help pay for the costs of the event and raise funds for Legacy, the team are offering the following sponsorship packages to potential corporate partners:

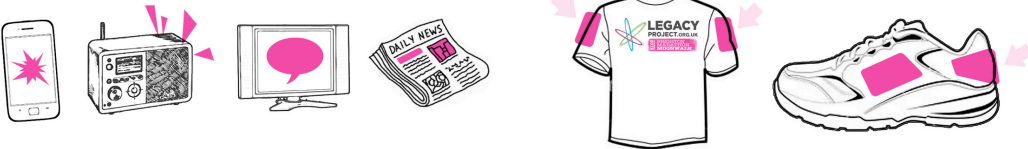


Gold Sponsorship Package

£1,500 which will pay for marathon registration and all administration fees
For this you will receive the following:


Logo and website link on

- o Website page
- o Blog
- o Twitter
- o Facebook
- o LinkedIn
- o Viral Marketing Campaign



Mentioned as Gold Sponsor in Local & National News, Radio Coverage and iPhone app

Premier real estate branding position on event t-shirts, trainers and other merchandise



Silver Sponsorship Package

£500 donation to Legacy Project
For this you will receive the following:

Logo and website link on

- o Mobile phone app
- o Website page
- o Blog
- o Twitter
- o Facebook
- o LinkedIn
- o Viral Marketing Campaign

OTHER WAYS TO SUPPORT THE EVENT

- o Branded sports kit and trainers
- o Digital recording equipment
- o Crowd and participant giveaways
- o Energy drinks and snacks
- o Support vehicle
- o Give aways and other marketing materials