



look good feel better

FACING CANCER WITH CONFIDENCE

CELEBRATING 30 YEARS



# SWALK

with look good feel better

Take steps with Look Good Feel Better's sponsored walk and boost the physical and emotional wellbeing of people living with cancer.

Sponsorship Proposal



Visit our website

[lookgoodfeelbetter.co.uk](http://lookgoodfeelbetter.co.uk)





# Look Good Feel Better help people with the physical effects of cancer treatment.

We run free workshops across the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to others in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good and feel even better.







# SWALK with us!

**Look Good Feel Better are seeking companies and brands to support our sponsored walk – SWALK on Sunday 19th May 2024.**

After a 5-year break, we are delighted to bring SWALK back into our fundraising calendar. This proposal details the sponsorship opportunities available for the event which will be held at the Knepp Estate in West Sussex – a trailblazing 3,500-acre rewilding project.

We aim to attract over 200 SWALKERS, who can choose to take part in either the **10km Mighty March** or the **3km Steady Stroll** – passing a number of checkpoints along the way and enjoying the beautiful surroundings.

As a local business we would love you to be part of this event and will work with you to maximise this marketing opportunity and reach out to new and existing audiences.

The sponsorship packages not only cover the cost of producing and hosting the event but will also directly fund some of our confidence boosting workshops in 2024.

Over the past 30 years, Look Good Feel Better has helped restore confidence and self-esteem for over 200,000 people living with cancer.

**Sadly, with 350,000 people being newly diagnosed with cancer every year in the UK, demand for Look Good Feel Better's specialist support services continues to rise.**

Funds and awareness raised through this event will help ensure the charity can continue to be there for anyone, anywhere, living with a diagnosis.



**“Being among all these women who looked just like me helped me so much.”**

Our Skincare & Make up, Hand & Nail Care and Hair Loss & Scalp Care online workshops.

**KATE, HORSHAM**





# The venue

**Knepp Estate is a trailblazing 3,500-acre rewilding project that has changed the way people think about nature and how they can heal our planet.**

Knepp's dynamic, rebounding ecosystem is a story of hope, showing how nature can bounce back if we let it. Thousands of nature-lovers come here to take in the astonishing sights and sounds. Since they began rewilding just twenty years ago, endangered species such as nightingales, turtle doves and purple emperor butterflies have found sanctuary there.

The sheer abundance of life is mind-blowing. Herds of old English longhorn cattle, Tamworth pigs, Exmoor ponies and red and fallow deer wander the landscape, their disturbance shaping the water meadows, shrubland and wood pasture, creating new habitats for wildlife.

The ruin of old Knepp Castle - now no more than a single tower - stands on a grassy mound next to the A24, just south of Buck Barn crossroads. It dates back to the 12th century and was built by William de Braose, lord of the Rape of Bramber - one of the most powerful supporters of William the Conqueror. Originally a fortified retreat from Bramber Castle, it was used principally as a hunting lodge and stood in the heart of a thousand-acre Norman deer park. It would have been surrounded by deep ditches (still visible today) most probably filled with water, overlooking the River Adur which, centuries ago, was much larger and navigable.







# Reasons to become a sponsor

**SWALK presents an exciting opportunity for brand partners and sponsors to publicly demonstrate their support for an incredibly worthwhile cause.**

The support will ensure Look Good Feel Better can continue to support thousands of people across the South East living with cancer. We pride ourselves on building strong, lasting relationships with our sponsors and will work with you to ensure you get the most from your investment.



**Clearly demonstrate your company corporate social responsibility.**

Providing an opportunity to add depth and meaning to your brand.



**Align your company/brand with a national cancer support charity.**

Showing support for the 3 million people living with cancer in the UK.



**Celebrate the 210,000 people Look Good Feel Better have supported.**

Since our inception 30 years ago.



**Present a unique charity initiative to your employees, customers and the public.**

Building and enhancing relationships.



**Provide positive PR.**

An opportunity to create joint PR with a positive message.



**Brand exposure.**

An opportunity for product sampling and branding at the event.







# Sponsorship benefits

Unique sponsorship benefits included in our packages	Title Sponsor £1,000	Support Sponsor £500	Checkpoint Sponsor £200
Branding of the event	Company branding 'In Partnership' on all publicity material.	-	-
Branding included in paid for and organic social media posts	✓	✓	Excludes paid social media posts.
Inclusion in local press release and ongoing media coverage	✓	✓	✓
Branding on printed marketing material	✓	✓	-
Recognition in all direct communications with SWALKERS including stewardship journey, on the day information and post event communication	✓	✓	✓
Opportunity for on the day presence and branding at start / finish area	✓	✓	Opportunity for on the day presence and branding at designated checkpoint along the route.
Complimentary tickets	✓ 6 tickets	✓ 4 tickets	✓ 2 tickets

## Our audience

We have a loyal supporter base with over 35k subscribers to our monthly newsletter and a growing social media following, including branching out into a new TikTok audience.





# Gifts in kind

We are looking for items and services to enhance the experience for our SWALKERS.



**Host the warmup / stretching sessions before the SWALKERS set off.**

Are you a fitness professional who can lead a short warm up at the start of the event? PA and music provided onsite.



**Donate refreshments such as healthy snack bars and drinks.**

Host the refreshment stop at Andrew Hall, Red Lane Shipley. Cater for approximately 150 SWALKERS with light refreshment to refuel and re-energise!



**Provide branded items for our SWALKERS to use on the day.**

These could be t-shirts, bags, sun hats etc.



**Print marketing materials and on the day information.**

1,000 double-sided promotional flyers plus 200 copies of A3 folded on the day information.



**Volunteer your time to help support the event.**

This could be either a designated checkpoint or finish line.



**Official Photographer.**

Capture the atmosphere of the day and snap our SWALKERS along the route and at the finish line.







# Each year around 3,000 people living in Sussex will be given a cancer diagnosis.

Last year, we were only able to reach 214 people in person (who attended our in-person Skincare and Make-Up workshop at East Surrey Hospital, Macmillan Horizon Centre in Brighton and the Royal Marsden in Sutton) and a further 200 beneficiaries in the region who attended our virtual on-line workshops.

**We know the demand for our workshops is higher than ever and with your support you will be able to help us reach more people more often in more locations.**





For further information or to discuss  
SWALK marketing opportunities in further  
detail please contact

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Visit our website  
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