



# Events & Campaigns

2025/26





**“They understand what’s important to me, and they help me to feel well enough to do things I enjoy, even in a small way.”**

Hospice in the Weald provides care for adults and children living with a terminal or life-limiting illness, as well as their loved ones, in Kent and East Sussex.

Our services are provided free of charge. However, with just 13% of our funding coming from statutory sources, we rely on 87% of our income from fundraising, donations, trusts, gifts in wills and our charity shops.

We are committed to doing whatever it takes to support people in our community. To keep meeting the growing needs and rising costs, we rely on the generosity of supporters like you to help make a real difference.

To learn more about us, please visit: [www.hospiceintheweald.org.uk](http://www.hospiceintheweald.org.uk).



# Annual Events & Campaigns Calendar 2025/26

<b>Moonlight Walk</b>	Saturday 14th June
<b>Hospice Run</b>	Sunday 21st September
<b>Business Quiz</b>	Thursday 23rd October
<b>Christmas Market</b>	Friday 28th December - Sunday 30th December
<b>Carols at Christmas</b>	Sunday 21st December
<b>Christmas Tree Recycling</b>	Saturday 10th January - Tuesday 13th January 2026

# Ways your business can get involved:



**Participate**

**Sponsor**

**Spread the  
Word**

**Volunteer**



# Ready, Set, Go!

Here are a few impactful ways your business can support our events and campaigns this year:

## Participate

Taking part in a Hospice in the Weald event is a fantastic way to build team spirit, boost well-being and connect with the local community. Set up a business fundraising page or add some friendly competition with an office leaderboard. However you choose to join in, your support will make a real difference. Visit our website to explore our events and to register.

## Volunteer

Our fundraising events wouldn't be possible without our amazing volunteers! Whether you can help us with setting up, marshalling, cheering participants on or working behind the scenes, your support can make a huge impact. Get involved, make a difference and be part of something unforgettable.

Interested? Email [fundraising@hospiceintheweald.org.uk](mailto:fundraising@hospiceintheweald.org.uk) to sign up.

## Spread the Word

We are always looking to spread the word about our events as they continue to grow each year. If you have space in your window, on your counter, or on a notice board, we would love for you to display some of our posters or leaflets to help raise awareness of our upcoming events and campaigns. Every little bit helps us reach more participants and make an even bigger impact! If you want to take it a step further, we can also provide you with your very own collection pot to help fundraise for Hospice in the Weald. For more information or to request materials, please contact us.

**To discover our exciting sponsorship opportunities, be sure to keep reading!**



# Event Sponsorship: Moonlight Walk

Moonlight Walk welcomes over 500 walkers in their best colourful clothes as they light up the streets of Sevenoaks and Knole Park in memory and celebration of those special to us. Walkers have the option to take part in a 4 mile, 8 mile, or 13 mile route before celebrating with a glass of bubbly at the finish line.

**Here are some opportunities to get involved:**

**£5,000 – Headline Sponsor (One off or Multi Year)**

**Our Moonlight Walk headline sponsor will benefit from:**

- Your logo will be proudly displayed on our Moonlight Walk t-shirts, worn by over 500 participants as they walk one of our three scenic routes around Sevenoaks. With even more walkers anticipated for 2025, this is a fantastic opportunity to increase your brand visibility locally and connect with a highly engaged local audience.
- Your logo displayed on the Moonlight Walk webpage, alongside a thank you message and a backlink to your website.
- Association with a well-loved, community focused, Sevenoaks based event that celebrates and remembers loved ones.
- A feature on our Hospice in the Weald social media channels regarding the event.
- Mentions in all regional press releases and paid advertisements regarding the event.
- Your logo featured on all marketing materials, including roadside banners and boards, amplifying brand awareness across Sevenoaks and beyond.
- Discounted entry for your employees (numbers to be confirmed based on event capacity)
- Opportunities for staff and stakeholders to volunteer at Moonlight Walk, perfect for team building whilst also fulfilling ESG strategy goals.
- Your sponsorship will help us support Hospice in the Weald, helping us continue to provide vital care for patients facing terminal or life-limiting illnesses, as well as their loved ones.
- Being a headline sponsor demonstrates your company's commitment to giving back and supporting a cause that resonates deeply within the local community.



# Event Sponsorship: Hospice Run

Our flagship event, Hospice Run, offers one of the best closed road running experiences in the Southeast. Participants can choose from a 5k, 10k, half marathon, or a family-friendly 1k route.

**Here are some opportunities to get involved:**

**£10,500 – Headline Sponsor (One off or Multi Year)**

**Our Hospice Run headline sponsor will benefit from:**

- Your logo prominently displayed on all marketing materials, including roadside banners and boards placed throughout Tunbridge Wells and surrounding areas, maximising your business's visibility to a wide local audience.
- The rewarding knowledge that your support directly enables Hospice in the Weald to provide outstanding care to our local community, while also contributing to your business's Environmental, Social and Governance goals.
- Your logo featured on the runners t-shirts. An opportunity to gain visibility among over 1,200 participants, with even more expected in 2025!
- Free entry to the event for your employees (Up to 10 runners) along with opportunities for your staff and stakeholders to volunteer at the event.
- A dedicated stall in our event village, visited by all participants and their families, offering a fantastic opportunity for direct engagement and brand exposure.
- Your logo, a thank you message and a backlink to your website featured on our website.
- Alignment with a highly anticipated and respected Tunbridge Wells event, recognised by local runners and the wider community.
- A feature on our Hospice in the Weald social media channels regarding the event.
- Mentions in all regional press releases and paid advertisements regarding the event.



# Event Sponsorship: Christmas Market

Our Christmas Market is an event that has become a focal point in the local community, for many marking the start of the festive season. Over 3,000 people attend the market across the two days and have access to over 40 stalls, festive food and drinks, Santa's grotto, and the beautiful sounds of local choirs.

**Here are some opportunities to get involved:**

## **£2,000 – Headline Sponsor**

### **Our Hospice Run headline sponsor will benefit from:**

- Employee opportunities to volunteer at the event, enhancing team spirit while supporting a great cause.
- Your support directly enables Hospice in the Weald to provide outstanding care to terminally ill patients and their families while also contributing to your business's Environmental, Social, and Governance goals.
- Your logo will be prominently displayed on all marketing materials, including roadside banners and boards throughout Tunbridge Wells and surrounding areas, ensuring maximum visibility to thousands of local residents and shoppers.
- Your logo, a thank you message and a backlink to your website will be featured on our event webpage, driving traffic to your business.
- Gain association with a highly anticipated and respected Tunbridge Wells event, well-loved by local businesses, craftspeople and the wider community.
- Benefit from being featured on Hospice in the Weald's social media channels where we will promote your support of the event, reaching our engaged audience and increasing your brand awareness.
- Your business will be mentioned in all regional press releases and paid advertisements for the event.



# Event Sponsorship: Carols at Christmas

Our popular Carols at Christmas event offers a delightful night of serene choir melodies and uplifting carols. Traditionally hosted at the picturesque Tonbridge School Chapel, the evening guarantees a truly enchanting Christmas experience. Following the beautiful music, performances, and readings, guests are welcome to join us for a festive beverage and a mince pie at the nearby Big School located on the Tonbridge School premises.

**Here are some opportunities to get involved:**

## **£2,000 – Headline Sponsor**

### **Our Carols at Christmas headline sponsor will benefit from:**

- Your logo prominently displayed on all marketing materials, including roadside banners and boards placed throughout Tonbridge and surrounding areas, maximising your business's visibility across Tonbridge and beyond.
- The rewarding knowledge that your support directly enables Hospice in the Weald to provide outstanding care to our local community, while also contributing to your business's Environmental, Social and Governance goals.
- Opportunities for your staff and stakeholders to volunteer at the event.
- Your logo, a thank you message and a backlink to your website featured on our event webpage
- Alignment with a highly anticipated and respected Tonbridge event, recognised by local families engaged with the Hospice and the wider community.
- A feature on our Hospice in the Weald social media channels regarding the event.
- Mentions in all regional press releases and paid advertisements regarding the event.



# Event Sponsorship: Christmas Tree Recycling

Our Christmas Tree Recycling campaign provides a simple but ecofriendly way for the community to dispose of their tree while supporting a local charity. In return for a small donation, the team collects unwanted Christmas trees from people's houses and recycle them with local chippers. Crucial to the services success is the support of businesses who volunteer drivers, vans, and their time to collect the trees.

This campaign was once again a festive success in 2025, raising an incredible £57,675. The campaign saw 2,595 trees collected, thanks to the dedication of 120 volunteers and 54 vans. Don't miss your chance to be part of our 2026 campaign!

**Here are some opportunities to get involved:**

## **£8,000 – Headline Sponsor**

**Our Christmas Tree Recycling headline sponsor will benefit from:**

- Your logo featured prominently on all marketing materials, roadside banners, signage and mailouts across our operating postcodes (TN1 to TN20), ensuring maximum visibility to thousands of local residents.
- A thank you message, your logo and a backlink to your website on our Christmas Tree Recycling event webpage which will help to drive traffic to your business's website.
- Gain exposure through a featured mention on Hospice in the Weald's social media channels, plus inclusion in regional press releases and paid advertisements promoting the campaign.
- Your support helps fund crucial hospice care while also promoting environmental sustainability by ensuring Christmas trees are ethically recycled - an important tick in your Environmental, Social, and Governance strategy.
- Give your team the opportunity to volunteer, fostering team spirit, some time outdoors while making a tangible difference in the local community.





# Get in touch

To find out more about how you can get involved, get in touch with Lucy, our Business Partnerships Lead within the Fundraising Team:

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