



# Corporate Partnerships: Events & Campaigns

2026/27



**“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 2026/27

<b>Hospice in the Weald's Firewalk</b>	Saturday 14th March
<b>President's Golf Day</b>	Wednesday 22nd April
<b>Meadow of Memories</b>	May - TBC
<b>Moonlight Walk</b>	Saturday 27th June
<b>Hospice Run</b>	Sunday 20th September
<b>Business Quiz</b>	October - TBC
<b>Light Up A Life</b>	November - TBC
<b>Carols at Christmas</b>	December - TBC
<b>Christmas Tree Recycling</b>	January 2027

For more information, please visit [www.hospiceintheweald.org.uk/events](http://www.hospiceintheweald.org.uk/events)

# 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, marshaling, 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: President's Golf Day

Hosted by our President, Simon Lee, the President's Golf Day will take place at the Royal Ashdown Forest Golf Club in support of Hospice in the Weald. Up to 12 teams of four will enjoy 18 holes on the exceptional course before returning to the Clubhouse for a reception, followed by a three-course meal with wine, a raffle, auction, prize giving, sports quiz and speeches.

## Here are some opportunities to get involved:

£2,000 – Headline Sponsor

*or*

£100 to Sponsor a hole

## Our President's Golf Day headline sponsor will benefit from:

- Your business will be mentioned in all regional press releases and paid advertisements for the event.
- 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 featured across all marketing materials, including the Golf Day programme, where the headline sponsor will receive a dedicated placement on the back page of the brochure.
- 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 event, well-loved by local businesses.
- 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.

# Event Sponsorship: Meadow of Memories

Our Meadow of Memories campaign returns for its second year in partnership with Scotney Castle. This beautiful installation will showcase more than 400 handcrafted flower sculptures, each dedicated in memory of a loved one. Supporters can make a suggested donation to dedicate a sculpture, helping us build on last year's moving display of 450 butterflies.

## Here are some opportunities to get involved:

£1,000 – Headline Sponsor

*or*  
Shared sponsorship between two sponsors at £500 each

## Our Meadow of Memories headline sponsor will benefit from:

- Your logo will be prominently displayed on all marketing materials, including roadside banners and boards throughout Kent, ensuring maximum visibility to thousands of local residents.
- 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.
- Employee volunteering opportunities at the event, helping to build team spirit while supporting a meaningful campaign.
- Your sponsorship directly supports Hospice in the Weald's specialist care for terminally ill patients and their families.

# Event Sponsorship: Light Up A Life

At Hospice in the Weald, we understand how deeply bereavement can affect people, particularly around significant times like Christmas. Our Light Up a Life Remembrance Service offers a space to come together and remember loved ones through music, readings, poems and the lighting of candles. Later in the day, we share a collective moment of reflection as we light a Lantern of Light. There is also the opportunity to dedicate a star on our Light Up a Life tree in memory of someone special, a tribute that will remain throughout December.

## Here are some opportunities to get involved:

£2,500 – Headline Sponsor

## Our Light Up A Life headline sponsor will benefit from:

- 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 back link to your website featured on our event webpage
- Alignment with a highly anticipated and respected Hospice 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.
- Your logo prominently displayed on all marketing materials, including roadside banners and boards placed throughout Kent and surrounding areas, maximising your business's visibility locally and beyond.

# 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:**

- Alignment with a highly anticipated and respected Tonbridge event, recognised by local families engaged with the Hospice and the wider community.
- 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
- 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 eco-friendly 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 2026, raising an incredible £70,000. The campaign saw over 2,900 trees collected, thanks to the dedication of 43 volunteers and 20 vans. Don't miss your chance to be part of our 2027 campaign!

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

£2,000 – 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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