



Headline Sponsor

ABOUT THE BIG BREW FOR THE BIG BUILD

**Date: Friday 9th August
(or date of the hosts choosing)**

Overgate Hospice is embarking on a new and ambitious project called the **Big Build Appeal**, which aims to transform end-of-life care in our community through the modernisation and expansion of our facilities.

To support and contribute towards the Big Build Appeal we are launching an exciting new initiative called **The Big Brew!**

We will be inviting everyone in the Calderdale community to brew up and fundraise for Overgate to help build a new Hospice for Calderdale.

We are asking families, businesses and community groups to pop the kettle on, bake some treats and host a coffee morning or afternoon tea to raise money for the Hospice.

OPPORTUNITY & INVESTMENT

We are seeking a headline sponsor for The Big Brew. This is a brand new opportunity for a local business to associate themselves with this exciting initiative and play a part in helping to build a new hospice for Calderdale.

Opportunities like this are rare. We are expecting a high level of interest in this campaign from all demographics across Calderdale - who doesn't love a cuppa and a slice of cake?!

Everyone that signs up to host a Big Brew will receive a fundraising pack which will advertise your company. If you manage a business connected to hospitality or catering this could be the perfect sponsorship for you. Together, lets make this the biggest brew round that Calderdale has ever seen!

Headline sponsorship for this new campaign for 2024 is £2500. Sponsorship is offered on a first come first served basis.

BENEFITS

- Company logo on The Big Brew marketing materials which will include but is not limited to the poster, advert and event flyer
- Company logo on the contents of the Fundraising pack
- Company spotlight on the Overgate website
- Social media announcement post and thank you post on Overgate's social media channels which have a following of over 15000
- If appropriate you are also welcomed and encouraged to supply your products to be part of the fundraising pack (at your own cost)
- Invite to Overgate's own Big Brew event taking place at the Hospice including photo opportunities for your own marketing purposes
- Mention in the campaign press release (media coverage not guaranteed)
- Company logo on the thank you cards.