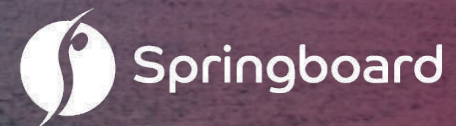


VIRTUAL RACE TO

Dubai

AND BACK

OCTOBER 2022



OCTOBER 2022 Springboard



FIND OUT MORE:
SPRINGBOARD.UK.NET/RACE



@Springboard_UK



SpringboardUKCharity



Springboard_UK



ABOUT SPRINGBOARD

SPRINGBOARD'S MISSION IS TO FUTUREPROOF THE TALENT PIPELINE FOR HOSPITALITY. WE HAVE BEEN HELPING UNEMPLOYED PEOPLE TO IMPROVE THEIR CAREER POTENTIAL IN HOSPITALITY FOR OVER 30 YEARS.

Springboard helps to reduce unemployment and poverty across the UK and improves the prospects of young people by:

- Equipping young people with personal, professional and career skills, through first class education programmes
- Transforming the lives of people by providing tailored quality programmes, dedicated aftercare and access to work experience placements and ultimately, sustainable employment. At the same time, we help our employer partners attract, develop and retain talent
- Providing advice and guidance to inform and guide young people, adults and key influencers about the industry
- Promoting hospitality as a great place to work, through strategic partnerships with employers, our Ambassador and Alumni network, Government, employment referral agencies, educational establishments and industry bodies



THE CHALLENGE

EACH YEAR, SPRINGBOARD TAKES A GROUP OF PEOPLE FROM WITHIN THE HOSPITALITY INDUSTRY ON A TREK OVERSEAS, IN ORDER TO FUNDRAISE FOR THE CHARITY AND SUPPORT A COMMUNITY OUTREACH PROJECT.

In March 2020, we had a group packed and ready to head off to Nicaragua, but sadly, the race has been put on hold twice now, due to Covid restrictions.

Last year, using My Virtual Mission, we gave the hospitality industry a chance to take part in a virtual race, working in teams to reach their destination through walking, running, cycling, pushing, swimming or rowing. This was a huge success - the participants loved it and we raised £90k for Springboard!

Businesses or individuals can be counted collectively to move their team along the race. Teams are a maximum of 30 people and each team must pledge to raise £3,000 for Springboard to take part.

Registration is £15 per person and everyone who takes part in the Virtual Race will receive a goody bag and a t-shirt as part of the experience.

"We were all part of a team so you wanted to ensure you could do your best. This challenge definitely made we more active and motivated to get on my bike or walk further than normal. I loved it!"

- Sue Yates, Bidfood

"As somebody who is not a fan of the gym or exercise for that matter! The virtual trek really took me out of my comfort zone and pushed me to get out and be more active, but rather than feel like a chore, the challenge made it fun!"

- Lisa



MARKETING

COVERAGE OF THE VIRTUAL RACE WILL BEGIN IN JULY 2022, WITH TRADE AND CONSUMER PRESS RELEASES, SOCIAL MEDIA COVERAGE AND MARKETING EMAILS TO SPRINGBOARD'S ENTIRE DATABASE.

There will be a landing page on the Springboard website and goody bags and branded T-shirts are being sent out to participants to encourage user generated content on social media.

[CLICK HERE TO WATCH THE VIDEO](#)

"Absolutely loved being a part of the virtual race. It meant we could all contribute to the mileage in our own time and own pace.

Not only was there a team determination to win, but a healthy and fun inter team competition amongst us all to achieve our own fitness goals."

- Jo Witchell, Tilda

"The fact that you could quickly log sessions and easily see the team's overall progress was a great driver that motivated me to achieve more. I also thoroughly enjoyed the competitive nature of the event as you felt that you could always do that little bit more to help move the team forward.

There was real team spirit during the event and I would happily sign up to repeat it in 2022.

- Matthew Dutton



SPONSORSHIP OPPORTUNITIES

HEADLINE / PLATINUM SPONSOR = £7,500

- 30 places (full team) for your company and affiliates
- Logo alongside Springboard's logo on all marketing material, including mailers, website and social media
- Mention and quote included in trade and consumer press releases
- Logo on front of challenge T-shirts
- Optional inclusion of merchandise in goody bag to participants
- Pre-agreed social media promotion from Springboard

LEAD / GOLD SPONSOR = £2,000

- 10 places in the race
- Mention in trade press release
- Logo on back of challenge T-shirts
- Logo on Springboard website landing page
- Optional inclusion of merchandise in goody bag to participants

TEAM / BRONZE SPONSOR = £500

- 5 places in the race
- Logo on back of challenge T-shirts
- Logo on Springboard website landing page



MEET A SPRINGBOARD TRAINEE

DEVONTE TULLOCH

Springboard Programme: Compass Gateway to Employment

Region: Greater London

Year: 2020

"That course was the best thing that ever happened to me. I got a job as a dishwasher, then I worked in the kitchens and prepared lunches for the players at Wimbledon. Now I have a new job working between the bar, the kitchen and front of house at the O2 Arena. My manager told me my customer service has improved a lot and that I'm an enthusiastic, hard worker. I am excited to be working here at such an iconic venue. I've got my mojo back. I am one billion per cent more confident than I was before I found Springboard."

