



Which team can work together to reach the finish line first and raise the most money for Springboard?

#VirtualRace







Find out more: SPRINGBOARD.UK.NET/RACE



# 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.

#### Over the past year, we have:

- Engaged 45,240 pupils from 661 schools, including 14,173 through initiatives like Springboard's FutureChef competition (now in its 25th year)
- Supported 3,357 young and disadvantage beneficiaries through a Springboard training course, with 73% securing a job in hospitality
- Helped more than 161,000 people with careers resources and advice
- Supported by more than 2,100 Springboard ambassadors



## THE CHALLENGE

The annual Springboard trek abroad takes place in Cambodia this April 2024. This year, a team of 30 individuals from the hospitality industry will be trekking 100km through the Cambodian Wilds. The trekkers will be working on building eco bungalows in and around Siem Reap area, which will enable the local community to benefit from easy access to careers in the city's flourishing tourism and hospitality industry.

Following on from this – this year, our annual Virtual Race fundraising initiative will be following the Cambodia theme – and challenge teams of up to 20ppl to travel To Cambodia and Back virtually.

To cover this 14,000 mile virtual challenge – you can walk, run, cycle, wheel, swim...skip, as you wish! Any pace, anywhere – all abilities welcome. You just need to be equipped with team spirit, enthusiasm, and a will to complete the challenge with your team. You can sign up a team online (of up to 20ppl) and activate your Fundraising page – where you will track your joint journey and fundraising progress online.

You have 1 month to complete the challenge (14,000 miles) between you, from 1st July – 31st July 2024.

Prizes for the winning teams and most money raised. Good luck!

"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



## WHY TAKE PART AND SPONSOR?

- Excellent team building opportunity boosts team morale, sense of inclusion and positive team work
- Encourages health, fitness, mental health & energy levels!
- Fundraise for charity directly impact and improve young and disadvantaged peoples' lives
- Raise corporate profile (positive media coverage and exposure)
- Networking opportunities with other corporate participants/teams
- · Fun and social activity with friends and colleagues
- Incentive and reward prizes for top people/winning teams/ most money raised

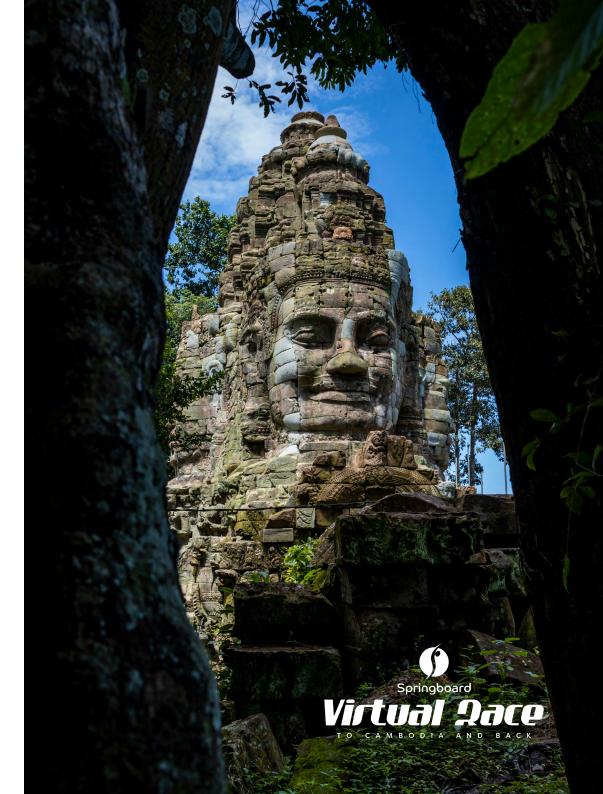
### MARKETING

Coverage of the Virtual Race will begin in April 2024 and includes:

- · Trade and consumer press releases
- · Social media coverage
- · Marketing emails to Springboard's database.

There is a Virtual Race landing page on the Springboard website, and goody bags and branded T-shirts will be sent out to encourage user generated content on social media.

"Was great to see the friendly competition among not only our team but other companies as well." - Kelly



# SPONSORSHIP OPPORTUNITY

#### Headline / Platinum Sponsor = £7,500 +VAT

- · 20 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 = £2,500 +VAT

- · 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 +VAT

- · Logo on back of challenge T-shirts
- · Logo on Springboard website landing page



# MEET A SPRINGBOARD TRAINEE

#### Toby's Story

Before Toby found Springboard, he struggled immensely to find work, facing multiple setbacks and rejections. Toby has cerebral palsy and had no form of work experience to aid him in his job search.

After being referred to Springboard, Toby took part in the Galvin's Chance programme, where he learnt more about the hospitality industry and acquired the skills he needed to find work. At the end of the course, Toby got his first real taste of having a job when he completed a week of work experience.

After being given a chance, Toby has now secured a role with Compass Group in HSBC as a Catering Assistant!

FIND OUT MORE: SPRINGBOARD.UK.NET/TREK

