



WHICH TEAM CAN WORK TOGETHER TO REACH THE FINISH LINE

This year's 10k+ mile virtual race challenge will raise vital funds for Springboard and change people's lives!



first?



FIND OUT MORE: [SPRINGBOARD.UK.NET/RACE](https://springboard.uk.net/race)

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About Springboard

Springboard has been supporting the hospitality industry and helping unemployed people to improve their career potential in hospitality for over 35 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, access to work experience placements, dedicated aftercare 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

Futureproofing the talent pipeline for hospitality

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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 trek was put on hold due to the pandemic. We introduced the Virtual Race challenge then and it has gone from strength to strength – now its 6th year!

Participants create or join a team of up to 20 people. Miles are counted collectively to move their team along the race. You can watch your team move along the map on My Virtual Mission. Each team must pledge to raise £3,000 for Springboard to take part and the funds are collected on JustGiving.

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

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Marketing

Coverage of the Virtual Race will begin in April 2025, 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 with branded T-shirts are being sent out to participants to encourage user generated content on social media.



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Sponsorship Opportunities



£5,000

Headline / Platinum Sponsor

- 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 sent to participants
- Optional inclusion of merchandise in goody bags sent to participants
- Social media promotion

£2,000

Lead / Gold Sponsor

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

£500

Team / Bronze Sponsor

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

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