

SPONSORSHIP PROPOSAL



COLOUR CAMBRIDGE

A KIDS IN NEED WAIKATO FUNDRAISER

**An epic community event for a
great cause**

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Charities registration: CC55477

Kidsⁱⁿ
NEED
WAIKATO

WELCOME!



The Kids in Need Waikato inaugural Colour Cambridge community fundraising event, generously supported by the Hautapu Sports Club, will be held on Sunday 20th October, 2024 at Memorial Park, Cambridge.

We're anticipating a fun-filled day with food trucks, spot prizes and entertainment, while participants run/walk/skip/hop or jump around a course of 8 unique colour burst stations!

ABOUT KIDS IN NEED

Founded in 2014 by Linda and Graeme Roil, they set out to help foster carers by providing personalised care packs of essential items for children placed in foster care.

As foster carers themselves, they understood first hand, how many children arrived with little to no personal belongings and the Roils set about helping make their transition just a little bit easier.



The Kids in Need Waikato Charitable Trust was established in February 2018 and the organisation has grown to support children aged newborn to 17 years, who are being raised by someone other than their biological parents.

The caregivers we support are mainly Grandparents or wider whānau, many whom live in material hardship.

Today, we proudly assist 480 caregivers, who are raising 1200 children across the Waikato and Rotorua - our commitment to manaakitanga - kindness, respect and support- in our community.



HERE'S HOW WE HELP

OUR VISION:
Every child feels valued,
and recognises the
potential to create a better
future.

Seasonal Care Packs

Each child receives a personalised summer and winter pack of essential items including clothing, underwear, socks, PJ's, shoes, toiletries, stationery, books, toys and something to cuddle. In 2023 we distributed **1595** care packs.



Christmas Gifts

Every child and their caregiver receive Christmas presents, generously donated by our caring community and distributed by Rotary Clubs across the region. In 2023 we gifted to **1142** children and **456** caregivers.

KINcare (Wellbeing Programmes)

We organise school holiday activity days at our Cambridge HQ for children and caregivers, host caregiver coffee groups in towns across the region and hold an annual "Big Day Out" at Finlay Park Adventure Camp for 100 participants.





A RUN LIKE NO OTHER

We are committed to making **Colour Cambridge** a fun annual community event that brings friends and families together to raise awareness and funds to support the work of Kids in Need Waikato!

As this will be our inaugural event, we're aiming for **800** participants to register their support and provide important funding for our mahi - work - in the community.

Registered participants will receive a special event T-shirt and embossed wristband to commemorate the day.

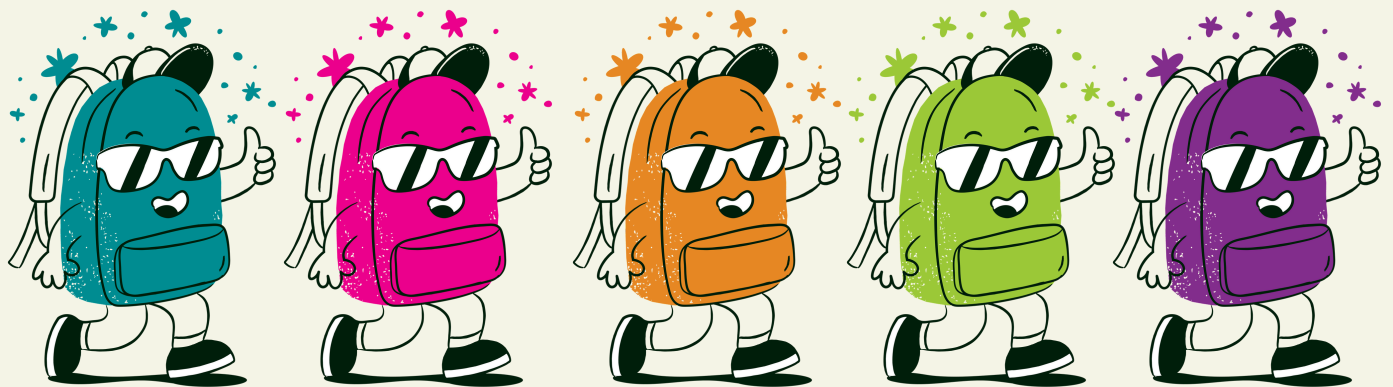


RECOGNISING YOUR SUPPORT

COLOUR SPONSOR \$2,000 sponsorship

With only **7** colours available, you will **exclusively** sponsor **1** colour (red, orange, yellow, green, blue, purple, pink) OR The Bubble Station. For your generous support of this event, you will be recognised in the following ways;

- Exclusive sponsorship of either 1 colour or The Bubble Station
- Acknowledgement on promotional materials e.g. branded posters, flyers, e-newsletters during and post event
- Acknowledgment via social media throughout the event campaign
- Acknowledgement on event website with a link to your website
- Acknowledgement by MC on the day of the event
- Space for your event gazebo to display promotional materials/goods
- Opportunity to provide spot prizes for further promotion at event



COLOUR SPONSOR INFORMATION

The course will snake around the Hautapu Sports Club Memorial Park grounds, made up of 7 different colour stations and 1 bubble station.

Participants will be dispatched in waves, so that we have safe numbers of people working their way around the course.

What do I get for my sponsorship?

- 3 x 10Kg buckets and 3 x colour squeeze bottles of Stagefx colour powder in your sponsored colour

What do I need to provide for the event?

- Your branded flags - preferably blade flags with a groundspike
- A trestle table (for the buckets of powder)
- You will need at least 3-4 team members at your colour station;
 - 2 to squeeze colour at runners/walkers
 - 1 or 2 to refill squeeze bottles



RECOGNISING YOUR SUPPORT

COMMUNITY SPONSOR **\$1,000 sponsorship**

Show your community support by getting behind this event and we will recognise you in the following ways;

- Acknowledgement on promotional materials e.g. branded posters, flyers, e-newsletters during and post event, event day banner
- Acknowledgment via social media throughout the event campaign
- Your logo on event website with a link to your website
- Space in KIN event marquee to display promotional materials
- Opportunity to provide spot prizes for further promotion at event



RECOGNISING YOUR SUPPORT

KIN KID SPONSOR \$500 sponsorship

We want to give as many kids as possible that we support, the opportunity to participate in this event. Your generous sponsorship of \$500 will enable this and contribute to the work that Kids in Need does;

- Acknowledgment via social media throughout the event campaign
- Opportunity to provide spot prizes for further promotion at event



ARE YOU READY TO COLOUR CAMBRIDGE?

We're really excited about this event and your support will make a meaningful difference in the lives of the children and caregivers we serve.

With several ways to show your impact in the community and lots of opportunities for recognition at the event, we would love to have you on board!

Do you have an idea of how you'd like to support this event that's not listed here? Get in touch and let's discuss how to make it happen!

If **YOU'RE** ready to **Colour Cambridge** for a great cause, please get in touch so we can ensure you are part of this epic event.

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