


rainbows
Brightening short lives

We care for babies,
children and young people
in the East Midlands.
Wherever they are.
Hospice | Hospital | Home

Sponsorship Opportunities 2026

Help make the magic happen



Bow Bear Mascot

Sponsorship - £1,000

3 sponsorship opportunities - 1 available!

Our mascot, Bow Bear, is loved by children (and adults!) across the East Midlands and regularly appears at events throughout the year representing Rainbows. Bow is a family favourite and can often be seen giving out high fives, hugs and fist bumps to passers by! Bow also isn't a stranger to getting papped or having a selfie, with photos often being shared across socials.

Examples of events Bow attends each year include our Loughborough Santa Run, Derby Cathedral Abseil, It's A Knockout, as well as other community and corporate events throughout the year. And of course, Bow is there for VIP visits to the Hospice or photo opportunities. By sponsoring Bow Bear for a year you will help us cover the staff and travel costs of Bows ventures for Rainbows.

Sponsorship benefits:

- Company logo on the back of Bow Bear's t-shirt for the year of sponsorship, meaning your brand goes wherever Bow goes
- Opportunity for Bow to visit your workplace or an event you are holding
- Volunteering opportunities for staff to be Bow at events
- Promotion on social media posts to over 37k followers



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Interested? Get in touch on
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Loughborough Santa Run 2026

Loughborough - 6 December 2026

Help us paint the town red, with Santas! Rainbows will be hosting this iconic Levent for our fifth year, and it's going to be bigger, better and more Christmassy than ever!

Last year nearly 1,000 Santa's took to the streets in our family friendly 2.5k or 5k run, and raised over £30,000, all in aid of supporting Rainbows families.

Not only is this event fantastic for Rainbows, it's a brilliant festive activity for the local community. This year we will be introducing a Christmas Market, AND... Santa himself will be there in his grotto for children to visit!

Sponsorship of this event helps us to make even more cherished magical memories for families, for both those at the event and through Rainbows support, whilst giving your company some brilliant benefits.

Main sponsor - £4,500

Sponsorship taken!

The Loughborough
Building Society

- 20 running spaces for your staff to use
- Company logo on flyers advertising the event
- Company logo on digital marketing communications about the event
- Company logo on Santa Run webpage on our website
- Mentions in all communications to attendees
- Opportunity to host t-shirt collection for runners ahead of the event
- Opportunity to run a stall at the Christmas Market held during the event
- Opportunity to provide volunteers at the event
- Company advert on screen at event
- Verbal recognition by compere at event to all attendees
- Social media posts about sponsorship to over 37k followers

This year, with the support from our ongoing sponsor Loughborough Building Society, we have introduced a secondary sponsorship package. This additional support will help ensure more money raised from the event will go to supporting our families, despite the rising costs associated with putting this event on for our supporters and the community.

It also means another company gets to enjoy the fantastic benefits and exposure this event provides!



Secondary sponsor - £2,500

- 10 complimentary running spots at the event for your staff to use
- Company logo on flyers advertising the event
- Company logo on digital marketing communications about the event
- Company logo on Santa Run webpage on our website
- Mentions in all communications to attendees
- Opportunity to provide volunteers at the event
- Company advert on screen at event
- Verbal recognition by compere at event to all attendees
- Social media posts about sponsorship to over 37k followers



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Charity Shop Sponsorship

- £5,000 per shop, per year

11 sponsorship opportunities - 10 available!

Get your name on the high street! Our Rainbows [charity shops](#) are located in various towns across the East Midlands raising over £1 million to support our families. In 2024 we served a staggering 178,000 customers across the 8 stores we had at the time, and this doesn't account for those window shoppers, meaning we welcome many more customers who don't make a purchase!

This is a fantastic opportunity for you to get your company brand seen on the high street in a prominent location by thousands of Rainbows customers and passing footfall.

Sponsorship benefits:

- Recognition of sponsorship with company logo in your chosen shop window and inside the shop
- Recognition of your sponsorship on the TV screens in all of our charity shops and at the hospice
- Opportunity to run a pop up shop at your office, event or workplace
- Opportunity to have a special private after-hours shopping event for staff at the shop
- Regular volunteering opportunities for staff at your sponsored charity shop
- Logo on sponsored shop webpage
- Rainbows stock donation bin at your workplace to collect items for your shop
- Recognition in our e-newsletter to over 13k subscribers & on social media to 37k followers
- Opportunity for local PR which our team can support you with



Shop locations:

Arnold
Beeston
Blaby
Daventry
Long Eaton
Loughborough
Lutterworth
Market Harborough
Melton Mowbray
Shepshed
(sponsored by Sherwoods)
Wigston

Rainbows Van Sponsorship

- £3,000 per van, per year

3 sponsorship opportunities available!

Your company branding on the road! Our vans are vital to Rainbows, they collect, deliver and rotate donated stock for our charity shops to make sure they have lots of fantastic merchandise to sell.

Our vans visit a mixture of customer homes, companies who have stock collection bins at their workplace, schools, our hospice and all 11 of our [charity shops](#), meaning they travel across the whole of the East Midlands. By sponsoring one of our Rainbows vans, your brand will go wherever they go!

Our Shepshed shop has its own van which will be out 6 days a week covering approximately 20k miles per year for furniture collections and deliveries. The other two vans are shared across the other 10 shops. Your sponsorship will help cover the running and maintenance costs of our vans.

Sponsorship benefits:

- Company logo on one of our Rainbows vans, meaning your brand goes wherever we go across the East Midlands!
- Recognition of your sponsorship on the TV screens in all 11 of our charity shops across the East Midlands
- Volunteering opportunities for staff as a van mate to see how precious our vans are to us and just how far your sponsorship goes
- Rainbows stock donation bin at your workplace to collect items for your shop
- Recognition on our social media channels to 37k followers
- Recognition via our e-newsletter to over 13k subscribers
- Opportunity for local PR which our team can support you with



Occasion Card Sponsorship

- £5,000 per year (approx)

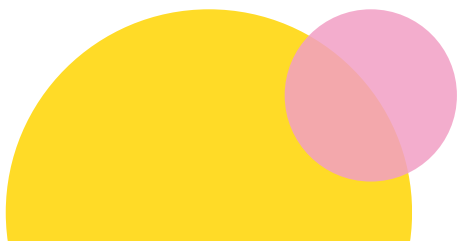
We sell a variety of occasion cards in 10 of our [charity shops](#) located across the East Midlands, as well as at our Hospice. This is a brilliant opportunity to get your company logo on 8,500 individual cards (which should last approximately one year) being bought and then gifted by our supporters to their friends and family.

Sponsorship of our cards will not only enhance your brand's visibility but will help to cover the cost to Rainbows, meaning more money raised from sales will go towards supporting our families.

Sponsorship benefits:

- Your company logo on the back of 8,500 occasion cards sold across 10 of our shops and at the Hospice
- 30 complimentary packs of cards for your business to use
- Complimentary Rainbows Business Club membership for one year
- Opportunity to have a small Rainbows stock donation bin at your workplace
- Opportunity to sell packs of cards in your office or at events to raise funds for Rainbows
- Recognition on social media to 37k followers
- Recognition via our e-newsletter to 13k subscribers

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Merchandise Sponsorship

- £8,000 per year (approx)

In 2024 we sold over 320,000 items across eight charity shops - that's a lot of stock! Although most of our stock is donated, there is still a lot of time and effort put into sorting it, getting it ready for sale, pricing and tagging it, before it's finally ready to go on the hanger!

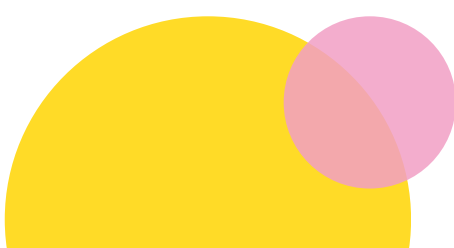
Now, we have 11 [charity shops](#) (and counting!) and we expect to sell around half a million items in 2026! The majority of these items each have a sales tag with a barcode and price on them.

Your sponsorship will not only boost your brands visibility to our customers, by having your logo on 500,000 sales tags, but it will help cover the costs associated with our retail team processing over half a million items of stock, ready to be sold to raise money for our families.

Sponsorship benefits:

- Your company logo on the back of 500,000 sales tags used in all 11 shops across the East Midlands, which will last approximately one year.
- Complimentary Rainbows Business Club membership for one year
- Opportunity to run a pop up shop at your office, event or workplace
- Retail volunteering opportunities for staff
- Opportunity to have a small Rainbows stock donation bin at your workplace
- Recognition on social media to 37k followers
- Recognition via our e-newsletter to 13k subscribers

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Golf Day Sponsorship Packages

[Leicestershire Challenge Cup](#) - Lingdale Golf Club - 21 May

[Nottinghamshire Challenge Cup](#) - The Rushcliffe Golf Club - 19 Aug

[Derbyshire Challenge Cup](#) - Kedleston Park Golf Club - 25 Sept

The Rainbows Challenge Cup series brings together supporters from across the East Midlands who share a passion for the game and a commitment to our cause!

Throughout each day, there will be a variety of refreshments available to keep everyone energized, as well as a two-course dinner. There will also be a raffle, auction, competitions and prize giving, ultimately ending in awarding our Challenge Cup winners with their trophy!

A variety of sponsorship packages with some great benefits are available for each day to ensure more funds raised from each event goes towards supporting our families! You can choose to sponsor one of our golf days, or sponsor all three for a discounted price.

Main Sponsor

£2,000 or £5,000 for all three days

Sponsorship taken!



- Complimentary team entry - four players
- 18th Hole sponsorship
- Logo on all materials/correspondence to entrants
- Mentions in communications to participants and on social media post about sponsorship to 37k followers
- Opportunity to provide branded items to all participants in goodie bag
- Opportunity to display banner and materials on the day
- Introduction and speaker slot to talk about partnership with Rainbows
- Opportunity to provide raffle and auction items

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Meal Sponsor £1,000 or £2,500 for all three

- 50% discount on team entry
- Hole sponsorship
- Logo on all materials and on social media to 37k followers
- Mentions in correspondence to entrants
- Opportunity to provide branded items in goodie bags to all participants
- Opportunity to display banner and materials on the day in refreshment area
- Opportunity to provide raffle and auction items

Sponsorship taken!



Halfway House/Refreshment Cart Sponsor £500 or £1,250 for all three

- Logo on all materials/correspondence to participants
- Hole sponsorship
- Opportunity to provide items for cart/halfway house and in goodie bags
- Opportunity to provide volunteers to man cart/halfway house
- Opportunity to provide raffle and auction items

Arrival Refreshments Sponsor £500 or £1,250 for all three

- Logo on all materials/correspondence to participants
- Hole sponsorship
- Opportunity to provide items in goodie bags
- Opportunity to display materials in refreshment area
- Opportunity to provide raffle and auction items

Sponsorship taken!



Hole Sponsorship £100 or £250 for all three

- Logo and company name on a display board at selected hole
- Mention in communications to participants
- Opportunity to provide raffle and auction items

Donation Bin Sponsorship - £3,000 per donation bin

2 sponsorship opportunities available!

Opening more [charity shops](#) to raise more money and awareness for Rainbows means one thing - we need more stock! To help build on the amount of stock donations we receive, we would like to introduce large metal donation bins around communities in the East Midlands to enable people in areas where we don't currently have shops to donate their pre-loved items.

Your sponsorship will help us to fund this new initiative for our retail department. They will be a permanent fixture within the community and which many people will visit to drop off donations as well passing footfall. This is a one time sponsorship opportunity per donation bin and you will be the bin sponsor for as long as it is in place.

Sponsorship benefits:

- Your company logo on a large metal donation bin placed in the community or at the hospice
- Opportunity to have your sponsored Rainbows donation bin at your company site if viable
- Opportunity to have a small Rainbows stock donation bin at your workplace
- Logo on materials given to companies who have a small donation bin at their workplace
- Stock donation sorting volunteering opportunities for staff
- Recognition on social media to 37k followers
- Recognition via our e-newsletter to 13k subscribers

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Christmas Cards 2026 Sponsorship - £4,000

2 sponsorship opportunities - 1 available!

Each year we sell Christmas cards in 10 of our [charity shops](#) located across the East Midlands, as well as via our online shop and at our Hospice. This is a brilliant opportunity to get your company logo on 55,000 cards (sold in packs of 10) being circulated by our supporters to their friends and family.

Sponsorship of our cards will not only enhance your brand's visibility but will help to cover the cost to Rainbows, meaning more money raised from sales will go towards supporting our families. Join us in spreading joy and making a meaningful impact this festive season!

Sponsorship benefits:

- Your company logo on the back of 55k Christmas cards
- Your company logo on posters and flyers advertising our cards
- Your company logo on the Christmas card page on our website and eBay listings
- 12 complimentary packs of cards for your business to use (one of each design)
- Complimentary Rainbows Business Club membership for one year
- Opportunity to sell packs of Christmas cards in your office
- A social media post about your sponsorship to over 37k followers and a mention in our email newsletter sent to over 13k subscribers



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Rainbows Newsletter

Sponsorship - £1,500 per edition

Spreading the word of all the incredible things we do here at Rainbows is so important. Keeping our supporters inspired and informed of where their money is going means they are more likely to continue to be a Rainbows supporter and keep the charity in their minds.

One of the ways we achieve this is by sending a printed newsletter to around 9,000 people twice a year, so they are kept up to date with our latest news, events and different ways to support us. This is also emailed to our e-newsletter subscribers and promoted on social media.

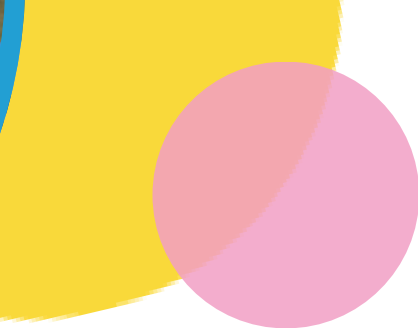
The newsletter updates our supporters on all the amazing things happening at Rainbows, including family stories, updates at the Hospice, fundraising opportunities and thank yous to our supporters. You can view previous copies of our newsletter [here](#).

Sponsorship benefits:

- Company logo on the newsletter with 'The costs of printing and distributing this newsletter are kindly supported by'
- Opportunity to include a half page advert or article on your recent support of Rainbows in newsletter which goes to 9,000 supporters
- Promotion of sponsorship via social media to over 37k followers
- Recognition via our e-newsletter to 13k subscribers

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It's A Knockout 2026 Sponsorship - £3,000

Loughborough - July 2026

Let the games begin! Taking place in Loughborough, the inflatables, water and fun will be returning for its seventh year!

We will be hosting up to 27 teams of 8-10 people from different companies across the region to take on a variety of It's A Knockout games. This event is full of laughter, fun and healthy competition. There are food vans and a beer tent to top it off and make it even more enjoyable for the contestants and spectators.

Sponsoring this staple event for Rainbows will help to cover our costs, meaning more of what each team raises goes to supporting our families!

Full event info can be found [here](#).

Sponsorship includes:

- A complimentary team of 8 to 10 people at the event
- Company logo on flyers advertising the challenge
- Company logo on It's A Knockout webpage on our website
- Mention in all communications to attendees
- Opportunity to provide branded items to all attendees
- Opportunity to run a stall at the event
- Opportunity to provide volunteers at the event
- A social media post about sponsorship to over 37k followers
- Company logo on certificate given to all teams

Sponsorship taken!

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Rockin' for Rainbows Sponsorship - £1,500

Newark, Nottinghamshire - 6 March 2026

This event is sure to get toes-tapping, hands clapping and even whole bodies moving! Set in the stunning Great Hall at The Renaissance at Kelham Hall, we will be holding a one-night only concert with the Nottinghamshire Rock Choir!

Rock Choir is the UK's leading contemporary choir experience in more than 400 towns and communities across the country. They perform well-known songs of all genres, from the decades and current chart hits. Songs are chosen for their up-beat, feel-good and emotional impact!

Full event information can be found [here](#).

Sponsorship taken!

Sponsorship includes:

- 20 complimentary tickets for staff
- Company logo on posters and flyers advertising the event
- Company logo on [Rockin' for Rainbows webpage](#) on our website
- Mention in all communications to attendees
- Opportunity to provide branded items to attendees
- Company logo on screen at event
- Opportunity to run a stall at the event
- Opportunity to provide volunteers at the event
- Recognition of sponsorship on social media to 37k followers
- Recognition via our e-newsletter to over 13k subscribers

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