

LIGHT UP A LIFE

SUNDAY 8TH DECEMBER

Light Up a Life is an incredibly poignant event in the LOROS calendar, as we invite supporters, and indeed everyone from across the county, to take time out to remember their loved ones ahead of the busy Christmas period.

With a direct mail and social media campaign underpinning the event, this a wonderful opportunity to showcase your business' commitment to support local families at what is often a very difficult time of year for many.

Sponsorship packages



Headline sponsor

- Acknowledged on LOROS website
- Business logo on all digital promotional materials
- Business logo featured in direct mail pack posted to over 7,500 supporters
- Acknowledged in promotional emails to LOROS database
- Social media post about your involvement
- Business logo added to event programme distributed to all guests
- Opportunity to display your outdoor banners next to the stage
- Verbally acknowledged to guests on the day
- Opportunity to speak as part of our Light Up a Life service if you wish
- Opportunity to officially switch on the lights as part of our service
- Opportunity to host a festive stall at the event if you wish
- Acknowledged in post-event press release

£5,000



Light Trail sponsor

- Acknowledged on LOROS website
- Business logo on Light Trail specific digital artwork
- Acknowledged in promotional emails to LOROS supporters
- Social media post surrounding your involvement
- Acknowledged on digital screens as part of the trail
- Business logo on event programme provided to guests
- Place your branded banners at the entrance to the trail
- Opportunity for staff to volunteer in branded clothing

£2,500



Merchandise sponsor

- Acknowledged on LOROS website
- Your business logo on packaging for all Light Up a Life pin badges on sale as part of the campaign
- Your business logo on counter top POS units present in all our of LOROS shops throughout Nov, Dec and Jan.
- Business logo on event programme provided to guests

£1,000



**1,000
VISITORS
TO THE
HOSPICE**



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Volunteering

Encourage your staff to get involved in bringing this wonderful event to life by volunteering their time either on the day itself, or as part of the installation team.

Light Trail installation

Get the whole team out on site at LOROS Hospice for a bit of teambuilding and help to build and string up all of our lights as part of this year's memory Light Trail. Every single light that shines represents the life of a loved one no longer with us.

Dates: Weekdays in late November to suit you
Team size: 5-10 (the more the merrier!)

Light Trail de-installation

After a beautiful month of the lights shining for all to see throughout the festive period, we need your help to take them down again. Bring the whole team and we'll give you a tour round the hospice at the same time to see what we do up close.

Dates: Weekdays in mid-January to suit you
Team size: 5-10 (the more the merrier)

Match-funded volunteering

Come along on the Sunday of the event and encourage your team to volunteer by offering to match fund any money that they raise through the activities below.

Drinks tent

Volunteer and help run our drinks tent on the day and match fund the total raised up to £500.

Team size: 3-5

Pin badge sales

Run our famous pin badge stall, match-funding the total raised up to a value of £250.

Team size: 2-3

Light Trail

Run the collection for donations as part of the Memory Light Trail match-funding up to £250.

Team size: 2-4

Patients and their families are at
the heart of everything we do

loros.co.uk

Registered Charity No: 506120

LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for you
and your family