



the brain injury association



SPONSORSHIP OPPORTUNITIES

IMPROVING LIFE AFTER BRAIN INJURY ACROSS THE UK

www.headway.org.uk

WHY SUPPORT HEADWAY?



the brain injury association



Luke Griggs,
Headway Chief Executive

After consulting with our supporters, partners, and service users, we will shortly be launching our new five-year strategy. Central to this strategy is our commitment to greater collaboration, ensuring that all voices are heard. We passionately believe that by enhancing the visibility of Headway and increasing awareness of brain injury, we can make an even greater impact.

But we cannot achieve this alone. Our partners are crucial to supporting our efforts, and we hope you will join us in our mission to improve life after brain injury throughout the duration of this strategy. Whether you are a long-standing supporter of Headway UK or new to our cause, we sincerely thank you for your support.

I'm delighted to present several sponsorship opportunities available in the upcoming months, and we would love for you to join us in these events. Some of these events you may recognise, such as the flagship Annual Awards and our inaugural Golf Day, while others might be new to you.

I'm particularly excited to introduce two new fundraising challenges. First, you have the chance to support BBC The Traitors star Andrew Jenkins as he undertakes an epic journey, walking 1,200km from Ardross Castle to Cardiff Castle. Throughout this trek, Andrew will share his inspiring story, demonstrating that there is life after a brain injury.

Additionally, we have the incredible support of Robin Elsey Webb, a passionate sailor and brain injury survivor, who aims to take on the Vendée Globe challenge in 2027. Robin invites you to join him on 5 September in London to learn more about his journey and his motivations for participating in this event in aid of Headway.

However you choose to support Headway in the coming months, please get in touch with our team. We would love to hear from you and explore how we can collaborate to make a difference.



Jen Murgatroyd
Director of Fundraising

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"My brain is like a jar of smarties, each different colour smartie represents a different section of my brain. they were once in precise places as organised by colours representing functions, now the smartie jar has been all shook up, and everything is not where it should be."

**JACOB, HEADWAY
SERVICE USER**

"Since The Traitors, I feel very, very privileged to have the platform I have now to inspire thousands, hopefully, millions of people, and being part of Headway's campaign is amazing," "The work Headway does is incredible and it's what I wanted to use my platform for, to show people you can lead a normal life after a traumatic experience or a head injury or brain injury. Keep believing in yourself."

**ANDREW JENKINS,
BBC TRAITORS STAR**

"I feel so passionate about saying that Headway saved my life. I was so lost in my injury, I felt so scared and frightened for what the rest of my life would look like. when I first spoke to the headway helpline I felt the weight lift from my shoulders.")

ANONYMOUS

We all think 'it will never happen to me' but every year around **350,000 people** are admitted to hospital with an acquired brain injury. Whether the result of a **trauma, stroke, tumour, haemorrhage, or infection** – a brain injury can happen to anyone, at any time.



HEADLINE SPONSOR

£3,000

- TEAM OF 4 GOLF ENTRY
- 4 ADDITIONAL DINNER GUESTS
- TITLE SPONSORSHIP NAME - 'SPONSOR' CHARITY GOLF DAY IN ASSOCIATION WITH HEADWAY
- BRANDING OPPORTUNITY ON EVENT DAY AT ENTRANCE TO VENUE AND OTHER LOCATIONS WITHIN VENUE
- LOGO AND NAME ON WEBSITE EVENT

DINNER SPONSOR

£2,600

- TEAM OF 4 GOLF ENTRY
- BRANDING WITHIN THE DINNER VENUE
- COMPANY NAME AND LOGO ON MENUS
- ACKNOWLEDGEMENTS OF SPONSORSHIP ON SOCIAL MEDIA POSTS
- ACKNOWLEDGEMENT IN HOSTS SPEECH

HOLE SPONSOR

£250

- ON THE DAY BRANDING AT DESIGNATED HOLE

HEADWAY CHARITY GOLF DAY 19TH SEPTEMBER 2024

THE EVENT



A charitable event that promises to create positive brand publicity, raise your profile with important stakeholders whilst supporting lives of people affected by brain injury. This will be our first Charity Golf Day in over 15 years at the prestigious Mere Resort in Knutsford, Cheshire.

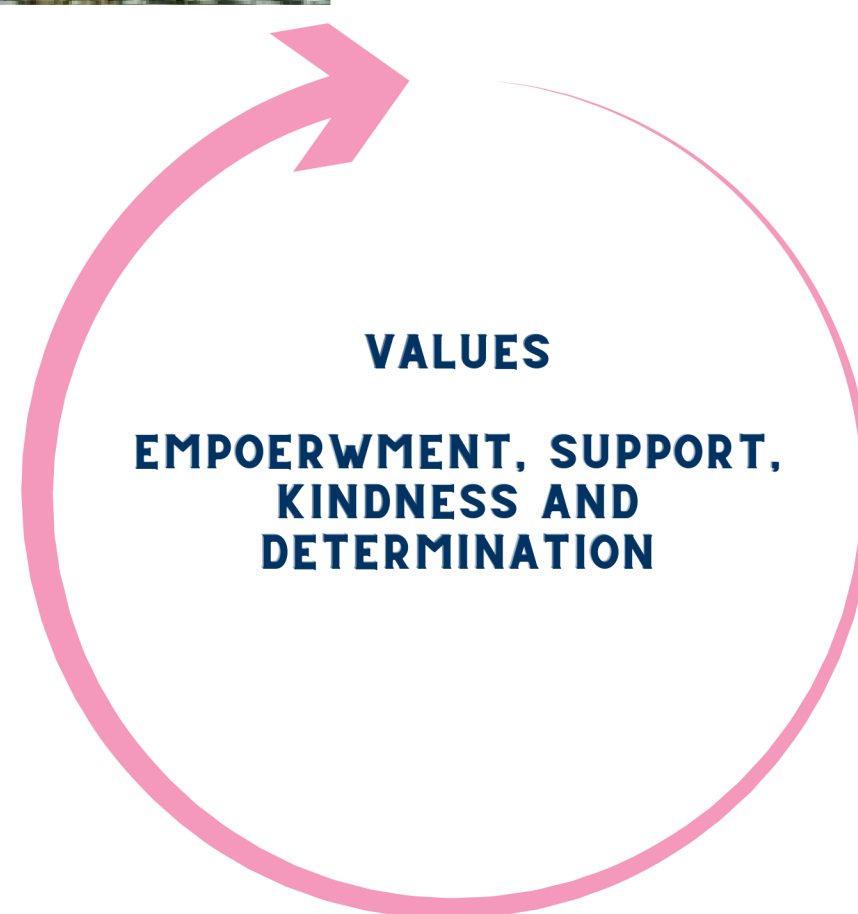
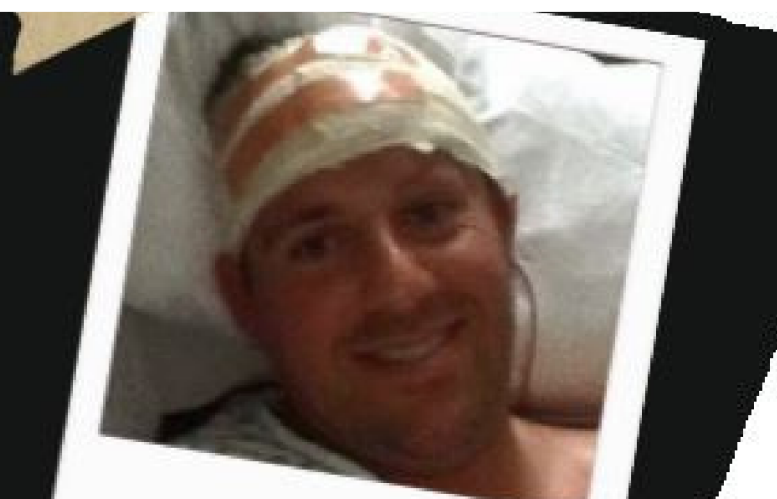
OPPORTUNITIES

Whether you'll rally together a team, please consider the variety of sponsorship and branding opportunities we have on offer which start from just £100. Get your branding on a designated hole, sponsor the sit-down meal, or become our headline sponsor for £3,000.

BENEFITS

- Highly visible marketing at a charitable event bringing positive brand publicity
- Demonstrate your company's commitment to improving the lives of those affected by brain injury
- Raise your profile and brand as a responsible business
- Let us help you find the right sponsorship package and showcase your organisation across this special day.





THE BIG TREK 2024- ANDREW JENKINS

SEPTEMBER - OCTOBER 2024

ANDREW JENKINS

BBC The Traitors TV star, Andrew Jenkins, is taking on his biggest challenge yet, all in aid of Headway! After sustaining a traumatic brain injury 20 years ago, Andrew has overcome huge challenges associated with trauma and mental health and is now embarking on his journey to becoming an advocate and motivational speaker. Despite being told by doctors that he is unlikely to walk again, he will be defying all odds and lacing up his walking boots this September to take on a 1200km walk from Ardross Castle in Scotland to Cardiff Castle in his home city.

SPONSORSHIP

We are offering the opportunity to sponsor the logistical costs for this challenge in return for brand exposure across social media and other channels. Your support could be in the form of financial support, or maybe you can supply accommodation on route, van hire or food supplies.

BENEFITS

- 100k combined reach across social and media
- You'll become a hero supporting thousands of brain injury and trauma patients
- You'll be spotlighted within viral campaign supporting change





AUDIO VISUAL SPONSOR

£4,500

- TABLE OF 12
- LOGO ON SPONSORS PAGE
- HALF PAGE ADVERT IN AWARDS BROCHURE
- ACKNOWLEDGEMENT IN HOSTS SPEECH
- THANK YOU ON AV SCREEN
- ACKNOWLEDGEMENT ON SOCIAL MEDIA

ENTERTAINMENT SPONSOR

£1,000

- LOGO ON SPONSORS PAGE
- ACKNOWLEDGEMENT IN HOSTS SPEECH
- THANK YOU ON AV SCREEN
- ACKNOWLEDGEMENT ON SOCIAL MEDIA

RAFFLE SPONSOR

£850

- LOGO ON SPONSORS PAGE
- LOGO PRINTED ON RAFFLE TICKETS & ENVELOPES
- THANK YOU ON AV SCREEN
- ACKNOWLEDGEMENT ON SOCIAL MEDIA

HEADWAY ANNUAL AWARDS 2024

5TH DECEMBER 2024

THE EVENT



The Headway Annual Awards are back and this year we're heading to the elegant 5-star JW Marriott Grosvenor House, London. This is a Headway corporate member only event where we gather to pay tribute to brain injury survivors, devoted carers, fabulous volunteers, committed campaigners, and dedicated staff across the Headway network.

SPONSORSHIP



Sponsorship opportunities start as little as £250 from gift bag and photography sponsors to sponsoring the table wine and entertainment, there's something for companies of all sizes.

BENEFITS



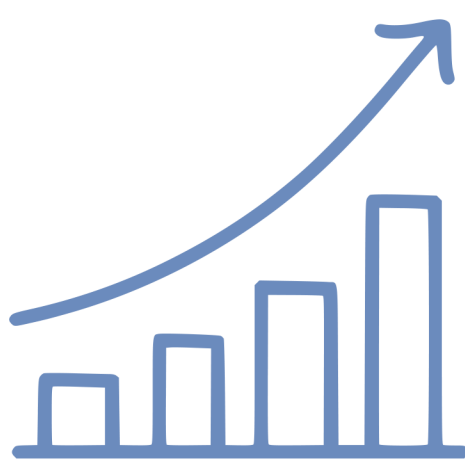
The Headway Annual Awards is our flagship fundraising event, it has been going for nearly 25 years.



THE HEADWAY EMERGENCY FUND

Everyday Headway receives desperate pleas for help from families across the UK who are struggling to cope with the sudden financial implications of brain injury.

Before receiving financial support from the Emergency Fund, we have received reports of family members sleeping in cars outside of hospitals as they can't afford the fuel to travel back and forth home, or hospital accommodation costs. Many others don't even have that option and face the devastation of not being able to be by their loved ones' bedside.



Since 2013, Headway has seen a rapid increase to the Fund



In 2024, we have already distributed over £41,000 in grants

This far exceeds the funds Headway has to support families at this critical time and based on current demand for support, we are projecting a funding shortfall of £60,000 in 2024.

If we cannot raise these funds, we will have to make some difficult and heart-breaking decisions.

Whether you are a short-term supporter or long-term partner, please consider helping Headway to provide this vital service to families when they need it most. Perhaps you can make a donation, host an event or invest in a long-term partnership to support the longevity of the Fund?

“The Fund was vital to me in those dark moments. It eased the financial pressure at a very stressful time. I could concentrate on being there for Mark, but also making sure I could be a mummy to my boys, Joshua, who is seven, and three-year-old Lewis.

“The Fund gave me space to cope - it meant I could breathe.”

Eleanor Simcox, Headway Emergency Fund Applicant





VISION

GROW A SUSTAINABLE OCEAN RACING TEAM IN THE HEART OF CORNWALL COMPETEING ON THE GLOBAL STAGE.

MISSION

INCREASE AWARENESS AROUND THE IMPACT OF BRAIN INJURIES AND RAISE MONEY FOR BRAIN INJURY CHARITIES WHILST SUPPORTING SURVIVORS HOWEVER WE CAN

VALUES

INSPIRE PEOPLE WHO HAVE SURVIVED BRAIN INJURIES AND THE NEXT GENERATION OF SAILORS THAT WILL CARRY ON THE TEAM

KERNOW OCEAN RACING PRESENTS: A LAUNCH EVENT WITH ROBIN ELSEY WEBB 5TH SEPTEMBER 2024 (LONDON W6 9TA)

ROBIN ELSEY WEBB

Meet Robin, successful offshore sailor and traumatic brain injury survivor and skipper of Kernow Ocean Racing as he presents his vision to compete in the Vendee Globe the worlds toughest race sailing solo round the world supporting Headway and brain injury survivors.

SAILING

Robin is one of only three non French sailors to win the solitaire du figaro rookie prize (the tour de France of solo offshore racing). As well as line honours wins in the RORC transatlantic race and podiums in the world offshore classic races like the 2018 Rolex middle sea race.

BENEFITS

Robin and Kernow Ocean Racing has an inspiring story to tell which your brand will stand alongside.

- The business is specifically designed to give a return on investment that can be clearly demonstrated and measured in all contracts
- Sponsorship expenses can be claimed as an allowable expense under the HMRC
- With corporate entertainment, media return on investment & race start hospitality opportunities available