



# Headway Corporate Golf Day

Sponsorship Packages and Opportunities



the brain injury association



# Welcome

Thank you for your interest in becoming a sponsor of our 2025 Corporate Golf Day.

We were delighted to reintroduce our Golf Day in 2024, and we're thrilled to see it re-established as a key date in our event calendar. We hope this event continues to grow and become a favourite tradition, while helping us raise vital funds to support those affected by brain injury.

Without the incredible generosity of individuals and organisations, Headway would not, and could not, provide its vital services – and for that, we are so grateful.

Every 90 seconds, someone is admitted to a UK hospital with a brain injury. Headway is here to support them, and their loved ones, at every stage of the journey. Whether because of an injury, tumour, stroke, haemorrhage or neurological condition, the effects of a brain injury can be life-changing and life-long. So that's why, when the unthinkable happens, expert help to put the pieces back together is vital.

At Headway, we believe all those affected by brain injury should have access to the support they need to live well, and we continually campaign for a future of better rights and greater awareness. By becoming one of our Golf Day sponsors, you'll be helping make sure we can be there for survivors now, and in the years to come.

We have a range of sponsorship packages to suit your budget, and strive to ensure you get the most out of this with a variety of benefits. I very much hope to welcome you and your colleagues on the 16th September 2025 and would be glad to answer any questions you may have.

With very best wishes,



Jen Murgatroyd  
Director of Fundraising



# About Headway - the brain injury association

Our values, mission and vision underpin everything we do and how we act – both as individuals and as a charity. We hope that you see something that your organisation can align with.

## Our Vision

Our vision is of a society in which:

- Every individual and family affected by brain injury has fair and equitable access to all the support they need to lead a positive, fulfilling life;
- Understanding and awareness of brain injury is prevalent in all walks of life; and
- There exists a shared commitment to eliminate avoidable brain injury or otherwise minimise its impact.

## Our Mission

We will drive change across society by:

- Ensuring equitable access to high-quality brain injury services, support and information;
- Increasing awareness and understanding of brain injury across society; and
- Campaigning to reduce occurrence and the impact of brain injury.

## Our values

Devised in 2023 by staff and trustees, these values underpin everything we do and how we act – as individuals and as a charity:

### We collaborate.

We believe in the power of working together to amplify our impact.



### We are bold.

We are unafraid to challenge the status quo to drive innovation and improvement.



### We care.

Compassion and empathy are at the heart of everything we do and integral to the support we provide to those affected by brain injury.



### We celebrate diversity.

And we actively embrace inclusivity.



### We give you a voice.

We give a voice to those affected by brain injury by putting the lived experience at the heart of everything we do.





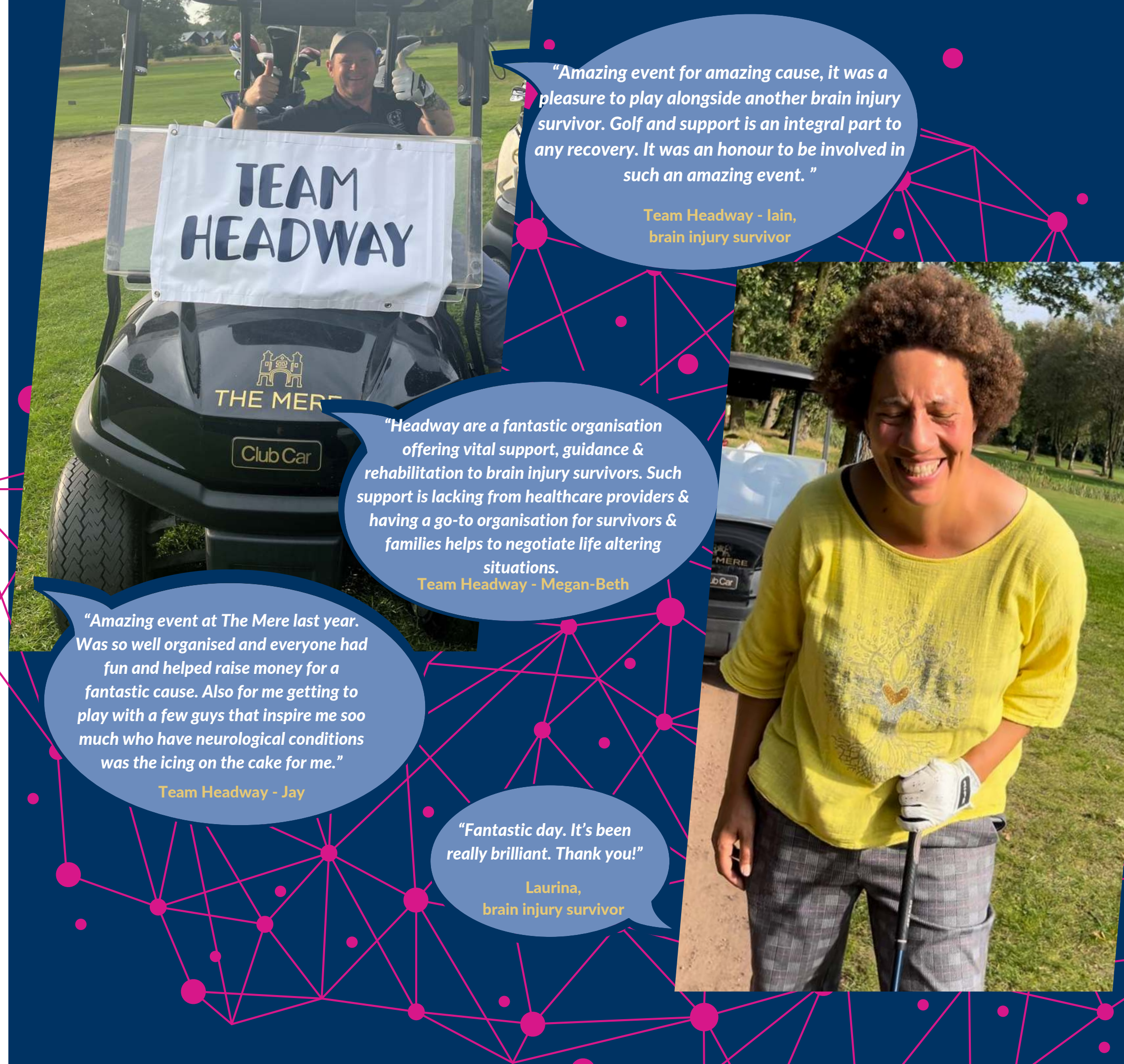
# The difference you'll make!

Headway's services provide a vital lifeline for those affected by brain injury – and are only possible thanks to incredible people like you. Whether making a donation, running a marathon or sponsoring an event, it is the unwavering commitment of our supporters that enables us to be there for brain injury survivors, and their loved ones, when they need us most.

We are so hugely thankful and proud of our corporate relationships – and strive to ensure each is mutually beneficial. Our corporate partners come in all shapes and sizes, but common to all is the passion and drive to transform life after brain injury.

Each partnership is unique, but each comes with a promise from us that we will work with you to not only help you to raise money, but also to ensure your colleagues feel involved, valued for their efforts and come away with a better understanding of brain injury.

After all, it could happen to any one of us, our loved ones or colleagues.



"Amazing event for amazing cause, it was a pleasure to play alongside another brain injury survivor. Golf and support is an integral part to any recovery. It was an honour to be involved in such an amazing event."

Team Headway - Iain,  
brain injury survivor

"Headway are a fantastic organisation offering vital support, guidance & rehabilitation to brain injury survivors. Such support is lacking from healthcare providers & having a go-to organisation for survivors & families helps to negotiate life altering situations."

Team Headway - Megan-Beth

"Amazing event at The Mere last year. Was so well organised and everyone had fun and helped raise money for a fantastic cause. Also for me getting to play with a few guys that inspire me so much who have neurological conditions was the icing on the cake for me."

Team Headway - Jay

"Fantastic day. It's been really brilliant. Thank you!"

Laurina,  
brain injury survivor



# Business Benefits

We endeavour to ensure that all of our corporate partners feel valued and our suite of sponsorship benefits aim to do just that.

## Brand visibility

Visible branding at the Golf Day is an excellent way to boost positive recognition, enhance your corporate image, and foster goodwill within the community. By partnering with Headway, you can demonstrate your organisation’s commitment to, and alignment with, your company's values.

## Optimising corporate social responsibility (CSR)

By publicly aligning your organisation with Headway, we can ensure the focus centres on the difference your company is making for those affected by brain injury. Raising your profile as a responsible business is key to building trust, loyalty, and positive brand perception; your organisation’s CSR contributes positively to society and helps attract customers, employees and partners who value ethical behaviour.

## Reaching wider audiences

We will use our social media and digital communication platforms to promote and celebrate the Golf Day. As part of this, we will acknowledge our sponsors across our platforms, allowing your organisation to be visible and promoted to a wider audience. Our current audience figures are as follows:



## Networking opportunities

The Golf Day promises to bring a wide range of stakeholders together—customers, employees, local leaders, NGOs – all in support of those affected by brain injury.





# Why join us?



*"Absolutely brilliant day, fantastic weather, great company – everyone pulling in the same direction. Definitely back for the next one!"*

Andrew McBride – Hugh James

*"Can we have tennis rackets instead of golf clubs? Great event, well organised, very enjoyable!"*

Joe McBride – Bromley's Solicitors



*"The day has been fab. We've had some lovely weather; golf course has been amazing and amazing to just be part of something to hopefully raise lots of money."*

Katie Lynch – Blume Solicitors



*"Absolutely awesome weather, beautiful golf course, terrible putting and several lost balls – but having an amazing day and it's really great to see everyone else doing the same!"*

Luke Griggs - Headway  
Chief Executive



*"Fantastic! I will definitely be back next year."*

Mike Medlicott – Cavalry Healthcare





# SPONSORSHIP PACKAGES

• All sponsorship packages are subject to VAT



## Headline Sponsor £5,000

- Co-brand the event - 'company name' charity golf day in association with Headway
- Team of 4 golf entry
- 4 additional dinner guests
- Branding opportunities throughout event day
- Company name and logo on Headway website event page
- Acknowledgement in hosts speech on event day
- Acknowledgement of title sponsor on social media posts and printed press

## Dinner Sponsor £2,600

- Team of 4 golf entry
- Branding opportunities within dinner venue
- Company logo and name on dinner menus
- Company name and logo on Headway website event page
- Acknowledgement in hosts speech on event day
- 2 social media acknowledgement posts

## Drink Sponsor £750

- Company representative invited in for drinks reception and networking
- Branding opportunities during drinks reception
- Company name and logo on Headway website event page
- Acknowledgement in hosts speech on event day
- 1 social media acknowledgement post





# SPONSORSHIP PACKAGES

- All sponsorship packages are subject to VAT



## Breakfast Sponsor £650

- Branding opportunities with breakfast venue
- Company name and logo on breakfast menus
- Company name and logo on Headway website event page
- Acknowledgement in hosts speech on event day
- 1 social media acknowledgement post

## Prize donation

Would you consider donating a unique item or experience for this special event? By donating, your business will receive recognition during the event and on our social media channels. This is a wonderful opportunity for your brand to connect with a passionate audience while supporting a meaningful cause.



### Headway Team £540

- Team Photo with Branding on view
- 1 acknowledgement of company on social media



### Hole Sponsor £250

- On the day branding at designated hole
- 1 acknowledgement of company on social media



### Nearest Pin £300

- On the day branding at designated hole
- 1 acknowledgement of company on social media



### Longest Drive £300

- On the day branding at designated hole
- 1 acknowledgement of company on social media



### Beat the Pro £300

- On the day branding at designated hole
- 1 acknowledgement of company on social media



### Prize Sponsor £100

- Company name on prize
- 1 acknowledgement of company on social media





# Charity Golf Day



We hope you'll join us for an unforgettable day of team spirit and company pride.

## Email Address

[events@headway.org.uk](mailto:events@headway.org.uk)

## Website

[www.headway.org.uk](http://www.headway.org.uk)

## Phone Number

020 3176 3192



*"The Headway Golf Event 2024 was worth every one of the 34 hours it took me to travel there from Western Australia. Whether it's for business, leisure or even personal experience of brain injury, you won't find a better event to reconnect and enjoy a fabulous day out."*

Dr Bruce Powell  
MBBS MRCP FRCA FANZCA