

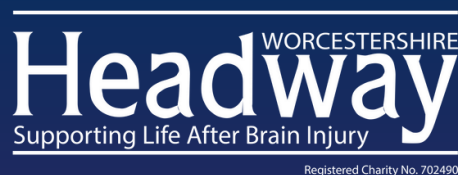


WORCESTERSHIRE
Headway
Supporting Life After Brain Injury
Registered Charity No. 702490

FUNDRAISING & SPONSORSHIP PACK



Information for all
ABI Games™ 2025 Participants



Welcome!

We would like to welcome you to the Headway Worcestershire ABI Games™ 2025 Fundraising & Sponsorship Pack for participating ABI Teams and individuals.

Headway Worcestershire ensure that this event will be free of charge to enter. However, this pack will help you with ways to cover your costs to get to and from the venue with the support of your charity.

In this pack, you will find a plethora of helpful suggestions to make your day a success!

This will include:

- Our Contact Details
- Letter Templates
- Fundraising Hints & Tips
- Suggestions on How to Advertise
- Sponsorship Ideas
- FAQ's

We hope that you find the pack informative and helpful, however, if you have any specific questions regarding any aspect of the ABI Games™ 2025, please do get in touch with us.

Kindest regards,

Mandie Fitzgerald, CEO
Headway Worcestershire



**ABI
games™**



Headway WORCESTERSHIRE
Supporting Life After Brain Injury

Registered Charity No. 702490

Contact Us

Our Address:

The Mill
Gregory's Mill Street
Worcester
WR3 8BA

Our Email:

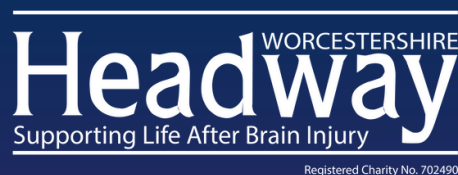
ABI Games™ – abigames@hwtl.org.uk

Our Contact number:

01905 729729

www.headwayworcestershire.org.uk

www.abigames.org



FUNDRAISING & SPONSORSHIP OPPORTUNITIES

This year, we are excited to be able to announce that you can raise your own funds for your chosen charity to help to support you at the games and raise much needed funds for your cause. There are plenty of ways for you and/or your team of participants to do this.

Here are some specific sponsorship opportunities for you and your team to explore, which highlights both ideas for approaching local business and also individuals.

Team and Individual Sponsorship

As a participating ABI community, you can gather sponsors to support you or your team participating in the events, by encouraging your local network, including businesses, local groups, and individuals, to sponsor.

There are various options for this including:

A Transport Sponsor. You could find a sponsor that will either pay for the hire of your transport or even better, contact a local travel company who will be able to provide transport and take you to and from the event.

T-Shirt Sponsors. Why not ask local businesses to sponsor your own event t-shirts. You can add their logos to the front & back of the t-shirt and even sponsor the sleeves and other parts of the shirt. We would ask that you include the ABI Games™ logo, which we can supply.

We have added an example of how this could work on the next page.



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T-SHIRT SPONSORSHIP EXAMPLE

Front

Your Logo



2025 ABI Games™ Logo
(Must be shown on the shirt and is available as a download . Contact us directly for this file)

Main Front of Shirt Sponsor – £250

Sleeve Sponsor – £75

Bottom Front of Shirt Sponsor – £150

Back

Back of Neck Sponsor – £95



Main Rear of Shirt Sponsor – £250

Sleeve Sponsor – £75

Bottom Rear of Shirt Sponsor – £100

T-Shirt Sponsorship

As you can see, there is plenty of opportunity to raise a substantial amount of funds from the t-shirt sponsor alone. These funds can be used to make sure the team are able to join in and experience a phenomenal day at the 2025 ABI Games™!

Potential T-Shirt Sponsorship:
£1045

Individual Sponsorship

Each team member can seek individual sponsorship. A sponsorship form template is available or an online Just Giving page could be created. Whether they're taking part in walking football, Chess, Dominoes, or participating in one of the other activities, encourage team members to ask friends, family, and colleagues to sponsor them individually.

Tips for individuals to raise sponsorships:

- Share a personal story on social media or in person about why they are involved.
- Set a sponsorship goal and update sponsors regularly on progress.
- Offer small thank-you gifts or acknowledgments for larger sponsorship.

Every donation helps!

Donations

Some individuals and businesses may simply be happy to make a donation towards the teams' participation at the event or even make in-kind donations such as supplying water bottles or snacks for you and the team.

As you can see, there are lots of ways to raise funds for you and your team to be able to participate in this fabulous event.

The next section, gives suggestions on how to look for sponsorship.

HOW YOU CAN SECURE SPONSORSHIP

We've put together a few ideas on how to look for sponsorship opportunities:

Reach Out to Local Businesses: Ask businesses in your community if they would be interested in sponsoring or supporting you at the event. You can visit them in person, phone them or simply send a letter or email. We have added letter templates to help with this, further on in the pack.

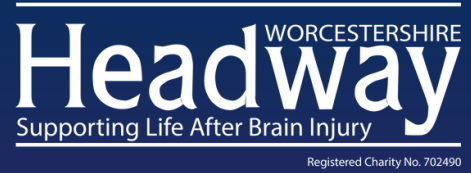
Promote Sponsorship Opportunities: Share the sponsorship opportunities on your social media, newsletters, and website. Highlight the exposure that sponsors will receive.

Leverage Your Network: Encourage your trustees, staff, volunteers, and supporters to ask their contacts to sponsor the event or individual participants. Attending networking events is also a great way to raise awareness.

Next Steps

- Start advertising that you will be participating in the event on your social media and newsletters.
- Begin reaching out to local businesses and your network for sponsorship.
- Help spread the word about the event and encourage individuals to participate and get sponsored.

If you have any questions or need more help with promotional materials, please reach out to us using the information on the contact page and we will help as much as we can.



ADVERTISING THE ABI GAMES™ 2025 EVENT

Here's how your charity can get involved and maximise the potential for raising funds:

Advertising is key to generating excitement and encouraging people to support the cause. Here are several ways you can help promote the event and reach a wider audience:

Social Media Campaigns:

Use your charity's social media platforms (Facebook, Instagram, Twitter, LinkedIn) to regularly post about the event. Share details like date, location, goals, and how the public can get involved. Don't forget to include the official event hashtag '#abigames2025'.

Ideas for posts:

- Countdown to the event: "Only X days left to the big fundraising event! Get involved by sponsoring, donating, or participating."
- Share stories or highlights about your charity and why you're participating in the event.
- Tag local businesses and individuals who are sponsoring the event to give them recognition.

Email Newsletters:

Send out email newsletters to your supporters highlighting the event, sharing how they can get involved, and providing a link to sponsor a team or participant.



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ADVERTISING THE ABI GAMES™ 2025 EVENT

Website Banners and Pop-Ups:

Add a banner or pop-up on your charity's website that links to the event's fundraising page or sponsorship opportunities.

Collaborate with Local Media:

Reach out to local newspapers, radio stations, and TV channels to cover the event and spotlight your charity's involvement.

Flyers and Posters:

Print event flyers and posters to distribute in your charity's office, local businesses, community centres, and any other high-traffic locations.



FUNDRAISING TIPS AND EVENT IDEAS

We are so excited to be working with you for the upcoming ABI Games™ 2025. To help you raise as much as possible, we've put together some fun and easy fundraising ideas that your team can run in the coming months to maximise funds. It's also a great idea to invite your local community and businesses to attend your events.

Fundraising Ideas:

- **Coffee Morning & Cake Sale:** Organise a coffee morning & cake sale in your centre. Everyone loves a sweet treat, and it's a great way to raise funds for your team and awareness of the ABI Games™ 2025.
- **Raffle or Auction:** Reach out to local businesses for donations of products or services and hold a raffle or auction.
- **Dress-Up Day:** Invite colleagues & clients to a themed dress up day in exchange for donations.
- **Charity Quiz Night:** Organise a quiz night at a local venue or online, charging teams to enter.
- **Sponsored Activities:** Whether it's a walk, run, or dance, encourage your team members and your local community to raise sponsorship money for every mile, lap, or step.

These ideas can bring in valuable contributions while building excitement for the event. If you need additional support, resources, or materials, don't hesitate to reach out.

Thank you again for all your support. We're looking forward to meeting you all at the ABI Games™ 2025.

Letter Templates

The following letter templates can be a useful starting point for requesting fundraising and sponsorship help. They are designed for you to add and change information where required. It's always good to include a photograph of the individual or team for that personalised touch

Sample Letter 1: Requesting Sponsorship for T-Shirts

Subject: Help Us Make a Difference – Sponsor Our Team's T-Shirts!

Dear [Potential Sponsor Name],

As part of our commitment to making a real impact in the community, we are excited to announce that our charity, [Charity Name], is participating in The ABI Games™ 2025 in collaboration with Headway Worcestershire.

The ABI Games™ 2025 is a platform to showcase the amazing abilities of our Acquired Brain Injury (ABI) community in the United Kingdom. After surviving a life-changing acquired brain injury, individuals are affected in very different and unique ways depending on where in the brain the injury happened. They often feel they have lost who they were, the relationships they once had with families and friends, their independence, their careers, financial stability, and confidence, their life is thrown into chaos and there is fear of the unknown.

We are reaching out to ask for your support in helping us get t-shirts for our participating team members.

By sponsoring our t-shirts, your business will receive:

- Brand visibility: Your logo will be prominently displayed on all of our team's shirts, seen by event participants, volunteers, and the public.
- Community engagement: Show your support for local charities and make a lasting impact.
- Marketing exposure: We will acknowledge your contribution on social media, our website, and at the event.

Sponsoring the t-shirts will cover the cost of producing them, and you can choose the position of your logo on the shirt. We would be delighted to provide further details, including a sponsorship package to match your goals.

Thank you in advance for your consideration. Your support will make a tremendous difference in helping us reach our fundraising goals!

Warm regards,

[Your Name]
[Your Title]
[Your Charity Name]
[Contact Information]

Letter Templates

Sample Letter 2: Getting Clients to Raise Their Own Sponsorship Money

Subject: Join Our Fundraising Effort – Raise Sponsorship Money and Make a Difference!

Dear [Client's Name],

We are thrilled to invite you to participate in the ABI Games™ 2025 in collaboration with Headway Worcestershire.

The ABI Games™ 2025 is a platform for you to showcase your amazing abilities together with our ABI community in the United Kingdom. After surviving your life-changing acquired brain injury, you will have been affected in a unique way depending on where your brain injury happened. You may feel that you have lost who you were, your relationships with friends and family may be different, as well as your confidence levels, which we understand fully and are here to support you through this time. This is one of the reasons that we have asked you to consider being part of the fantastic ABI Games™.

This is where you can play a significant role in helping us raise funds for [Charity Name]. By joining in and raising your own sponsorship money, you will be making a meaningful impact on the lives of our ABI Community, here in [Add your community].

How to Raise Sponsorship:

- **Set a Goal:** Whether it's £100 or £1,000, every contribution makes a difference.
- **Tell Your Story:** Share why this cause matters to you with friends, family, and colleagues.
- **Use Social Media:** Post on social media to spread the word and ask for support.
- **Create a Fundraising Page:** Use platforms like JustGiving or GoFundMe to easily collect donations.
- **Ask for Donations:** A personal ask to your network often yields great results.

Every donation you raise will support our ABI community and we're grateful for your commitment.

Thank you so much for considering getting involved, together, we can achieve great things!

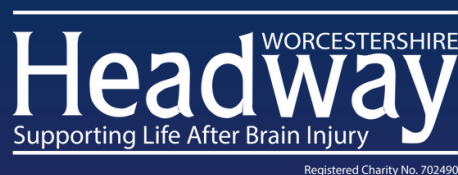
Warm regards,

[Your Name]

Your Title]

[Your Charity Name]

[Contact Information]



Letter Templates

Sample Letter 3: Requesting Support from Local Businesses

Subject: Support Our Fundraising Event – Partner with [Charity Name]

Dear [Business Name],

We are reaching out on behalf of [Charity Name] as we prepare for a major fundraising event, The ABI Games™ 2025 in partnership with Headway Worcestershire. We are asking for your support in helping us make this day a success and raise critical funds for our mission.

The ABI Games™ is a platform to showcase the amazing abilities of our ABI (Acquired Brain Injury) community in the United Kingdom. After surviving a life-changing acquired brain injury, individuals are affected in very different and unique ways depending on where in the brain the injury happened. They often feel they have lost who they were, the relationships they once had with families and friends, their independence, their careers, financial stability, and confidence, their life is thrown into chaos and there is fear of the unknown.

How You Can Help:

- Sponsorship: Your business can sponsor part of the event and receive visibility through either sponsoring a game, t-shirts, transport, and promotional materials.
- In-Kind Donations: We welcome donations of products or services for prizes, raffles, or giveaways, helping to boost our fundraising efforts.
- Fundraising: Encourage your employees to participate in fundraising for The ABI Games™ 2025 and help raise funds – it's a great way to build team morale and contribute to a worthy cause.

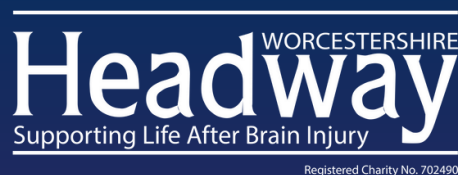
Your support will make a significant impact on our ability to continue providing vital services to those who need it most. In return, we will ensure your business is prominently recognised before, during, and after the event.

Please let us know if you would like to learn more about how you can get involved. We would love to discuss partnership opportunities further.

Thank you for considering this opportunity to support our charity and the community.

Warm regards,

[Your Name]
[Your Title]
[Your Charity Name]
[Contact Information]



The ABI Games™ 2025 FAQ's

We have put together a list of helpful FAQ's. If you need further clarification or have any different questions, please do not hesitate to contact us.

What is The ABI Games™ 2025 event about?

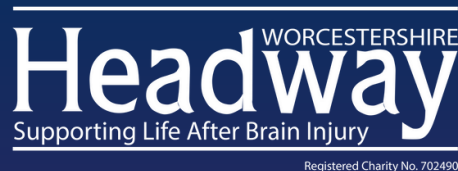
The 2025 ABI Games™ 2025 is a platform to showcase the amazing abilities of our ABI (Acquired Brain Injury) community in the United Kingdom. After surviving a life-changing acquired brain injury, individuals are affected in very different and unique ways depending on where in the brain the injury happened. They often feel they have lost who they were, the relationships they once had with families and friends, their independence, their careers, financial stability, and confidence, their life is thrown into chaos and there is fear of the unknown.

When and where is The ABI Games™ 2025 taking place?

The event will be held on Wednesday 20th August 2025 at The University of Worcester Arena, Hylton Road, Worcester, WR2 5JN.

How can I register to participate?

You can register online via the ABI Games™ website www.abigames.org, where you'll find all the necessary information about signing up as an individual or a team. Early registration is recommended to ensure your spot.



The ABI Games™ 2025 FAQ's cont.

Is there a registration fee?

No, there is no registration fee.

How can I raise sponsorship money for the event?

We encourage individual participants to raise sponsorship money from friends, family, and colleagues as well as the competing teams, who can raise money to cover sponsorship of things like t-shirts and/or transport costs. You can set up a personal fundraising page on platforms like JustGiving or GoFundMe to make it easy for people to donate. Be sure to share your page on social media and by email to reach more supporters!

Can I still participate if I don't raise sponsorship money?

Absolutely! While raising sponsorship money is encouraged, for those who require financial support to attend, we welcome all participants who want to be a part of this special day. Your presence and support is valuable whether you are competing or supporting others.

How do I get T-shirt sponsorship for The ABI Games™ 2025?

You can reach out to local businesses to ask for sponsorship. Businesses will often contribute in exchange for their logo being displayed on the t-shirts, giving them visibility in the community. Check out our t-shirt sponsorship sample letter for more details.

The ABI Games™ 2025 FAQ's cont.

Can businesses get involved in the event?

Absolutely! We're always looking for local businesses to support the event through sponsorships, in-kind donations, or by encouraging their employees to participate through fundraising or volunteering.

What kind of activities will take place during the event?

The day will include a variety of activities, which are split into the four categories below:

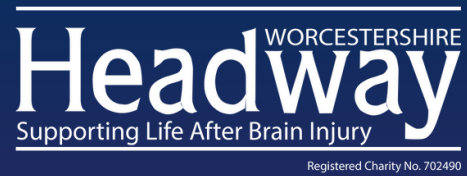
- **Physical Games:** Walking Football, Walking Cricket, Walking Tennis, Walking Rugby, Boccia & Bowls
- **Cognitive Skills:** Scrabble, Chess, Dominoes, Uno, Memory Game, and Sjoelbak
- **Life Skills:** Grow Tallest Sunflower, Grow Wonky Fruit & Veg, Bake a Cake, Bake Scones, Bake a Loaf of Bread, and Make a Preserve
- **Creative Expression:** Crafts, Creative Writing, Drawing or Painting, Photography, Pottery & Woodwork

There will be plenty of ways for everyone to get involved, whether participating in an activity or cheering others on.

How can clients get involved in the event?

Your clients can join in by registering as participants or by raising funds through their networks. They can also attend the event as spectators and show their support.

Encourage clients to share their stories and fundraising efforts on social media to boost awareness.



The ABI Games™ 2025 FAQ's cont.

What if I can't attend the event but still want to contribute?

If you can't attend, there are still many ways to support the cause! You can donate directly to Headway Worcestershire, your chosen ABI charity or sponsor someone else who is participating. Every contribution makes a difference.

Is the event family-friendly?

Yes! This is a family-friendly event, and we encourage participants of all ages to join us in celebrating the day. However, anyone participating in the games must be over 18 years old.

Will there be food and refreshments available?

Yes, there will be a food offering and refreshments available throughout the day. We will also offer water stations for participants at various points in the arena.

What should I wear on the day?

We recommend wearing comfortable clothing and trainers. If you've secured a t-shirt sponsor, be sure to wear your sponsored t-shirt. Headway Worcestershire will be providing baseball caps and medals for all participants.

How do I volunteer for the event?

We're always in need of volunteers to help with event logistics, participant registration, and setting up activities. If you're interested in volunteering, please contact us via email: [**abigames@hwtl.org.uk**](mailto:abigames@hwtl.org.uk)

The ABI Games™ 2025 FAQ's cont.

Will there be parking available at the venue?

Yes, parking will be available at The University of Worcester Arena.

How do I contact someone for more information?

If you have any questions, please don't hesitate to reach out to us by emailing abigames@hwtl.org.uk.

Closing Note

We're looking forward to a fun, successful day, full of community spirit! Thank you for your support, and we can't wait to see you at the event.

This FAQ list should help provide clear answers to common queries and make the event more accessible for participants, sponsors, and volunteers.

If you still have further questions, please let one of the team know and we can accommodate as needed.



Thoughts from the 2023 ABI Games™

'Thank you so much for staging the very first ABI Games. It was a most Joyful and inclusive event and allowed those of us with an ABI to meaningfully participate and demonstrate our skills and who we really are - something that can be lost to ourselves and others.'

'Really enjoyed it, and it helped me with my co-ordination.'

'So at home here, everyone so friendly'.

'It was an amazing weekend! I tried new things, talked to so many wonderful people, shared stories and made my parents proud, my Dada was over the moon to see me win medals!!!'

'So much fun, lots of laughs too, I used to play a lot of golf so hitting the cricket ball was a natural movement for me, and now I want to try walking cricket.'

'Great fun, lots of laughs and I was really happy that I could take part.'



**ABI
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#abigames2025