

# Hope for Tomorrow Walk of Hope

25 April 2025

---

Sponsorship  
Proposal

**WALK  
of HOPE**





# Walk of Hope 2025



Mark Atkinson

**Walk of Hope** is back for its second year, in our home location, Gloucestershire.

We want everyone to get involved, from individuals and community groups, through to corporate groups. Together you can walk 5km with friends, family, colleagues and your well-behaved four-legged friends to raise money in aid of Hope for Tomorrow.

This year's route will take you around Gloucester's most iconic landmarks including Gloucester Cathedral.

The event will take place on **Friday 25 April 2025**, starting and finishing at Warehouse 4, Gloucester Brewery. We will be joined by Hope for Tomorrow Ambassador, Mark Atkinson.

---

We are asking for a minimum donation of £25 to participate

Neon t-shirt and drawstring bag included.



# Why sponsor Walk of Hope

---

Association with our fundraising event will not only support local cancer patients but will also:

- Promote your company to a wide range of businesses and individuals across the UK, including our database, which has over 10,000 supporters
- Create PR and marketing opportunities for your company
- Give recognition of your company's commitment to the local community
- Create links to other companies supporting Hope for Tomorrow
- Raise the profile of your company online



# WALK of HOPE

---

Sponsorship Opportunities



## Headline Sponsor

### £2,000

---

- Your company's logo displayed on neon t-shirts
- Your company's logo displayed on digital collateral, including the events page on our website
- Your company included in general event press releases
- A partnership announcement on our social media platforms
- Your company's logo/name will be included in related communications sent out by Hope for Tomorrow
- The opportunity to display banners, leaflets and marketing collateral on the day







## Drinks Sponsor

### £500

---

- Your company's logo displayed on digital collateral, including the events page on our website
- Your company included in general event press releases
- A partnership announcement on our social media platforms
- Your company's logo/name will be included in related communications sent out by Hope for Tomorrow
- The exclusive opportunity to display banners, leaflets and marketing collateral on the day at our dedicated venue, Gloucester Brewery





---

Working in partnership with 11 NHS Trusts, our 12 mobile cancer care units and 10 nurse support vehicles provide chemotherapy and other treatments onboard. Since 2007, our units have welcomed thousands of patients across England. Last year, our fleet of units delivered over 29,000 patient treatments.

It costs us £212 per day to keep one of our mobile cancer care units on the road, treating on average 20 patients per day.



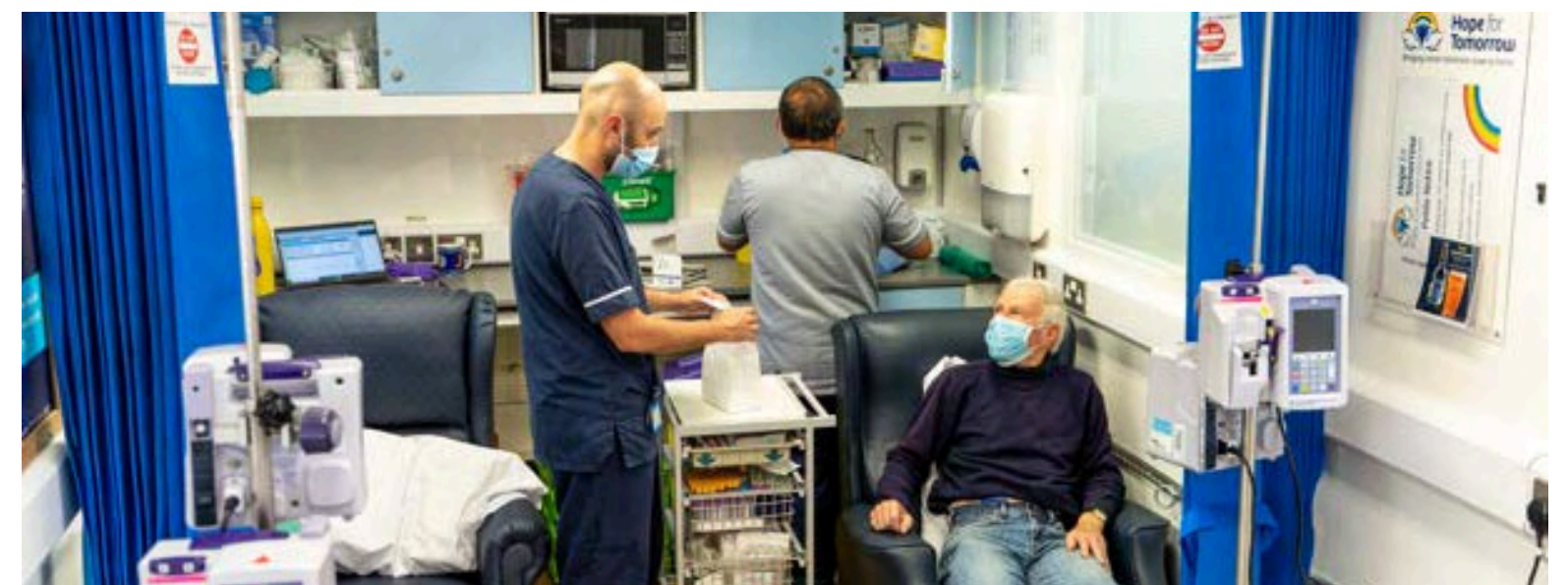
# Help us to drive cancer care forward

At Hope for Tomorrow, we believe that everyone should have a choice over the way they receive their cancer care treatment, whoever and wherever they are.

Hope for Tomorrow fundraises to develop, build, and maintain world-class mobile cancer care units to support NHS patients by taking cancer care into their local communities. By having their treatment on board our units people living with cancer can maintain their independence and quality of life - saving time and money during a difficult time in their lives.

Your support will have a huge impact. It will enable us and our NHS Trust Partners to be there for people in real need. Our units:

- Reduce travel time for patients and the associated costs and stress of long journeys to and from hospital
- Allow patients to keep their independence, ensuring their treatment doesn't dictate their lives
- Take the pressure off NHS cancer treatment waiting lists
- Increase capacity within the NHS by treating patients with less complex needs, meaning patients with more specialist treatment can be seen quickly within a hospital oncology centre







**Janet**, a patient from Gloucestershire, who receives her treatment on board her local mobile cancer care unit told us:

*“I live quite a way from the hospital, in a village called Cam which is south of Gloucester. I much prefer the unit as I find it far less traumatic. Apart from saving on travel costs, it is far more serene and much calmer than on the wards with people rushing up and down. I’m 84, so it makes a big difference.*

*It was just a lot of hassle; with cancer, you’re very tired anyway, so whatever you do knocks you back. I much prefer the atmosphere on the unit, you can talk to people whereas when you’re in the hospital they don’t always have the time as they’re so busy and nobody tells you anything.*

*I understand that is just how it works, I feel I can ask questions. It seems to be a far calmer situation. It’s quicker and more convivial, and time passes quickly ”*





# WALK of HOPE

Thank you for showing an interest in sponsoring Walk of Hope. Your support will be gratefully received.

If you have any questions, please do contact me.

**Kelly Caple**

Corporate Fundraising and Challenge Event Manager

[kellycaple@hopefortomorrow.org.uk](mailto:kellycaple@hopefortomorrow.org.uk)

01666 505055



hope for tomorrow



Hftcharity



hopefortomorrowcharity



Hope for Tomorrow

[hopefortomorrow.org.uk](http://hopefortomorrow.org.uk) | [info@hopefortomorrow.org.uk](mailto:info@hopefortomorrow.org.uk) | 01666 505055

Registered charity no. 1094677 | Hope for Tomorrow 2023