



Partner Pack 2025



Special Events

GOLF DAYS

Thursday 25 September | 12pm shotgun start, 6pm dinner

Friday 26 September 2025 | 10am shotgun start, 4pm lunch

Woburn Golf Club, Little Brickhill, Milton Keynes MK17 9LJ

Enjoy a memorable day on the course with 18 holes of golf, breathtaking scenery, and a unique Spread a Smile twist. Along the way you can expect to see some of our outstanding entertainers, making for a golf day like no other. The day will be rounded off nicely with a delicious three-course lunch and exciting raffle and auction. Click [here](#) for more info

Four-ball £1,400 | Sponsorship opportunities available



PADEL TOURNAMENT

Thursday 3 April & Thursday 7 August 2025

Stratford Padel Club, 221 High St, London E15 2AE

Join us for one or both of our 2025 padel events, and battle it out in doubles for the winners trophy. Padel is gaining huge popularity across the UK, so bag your chance to take part in this friendly tournament for a great cause. All abilities welcome! Click [here](#) for more info

Doubles £200 | Sponsorship opportunities available



COMEDY NIGHT

Monday 17 November 2025

The Comedy Store, 1a Oxendon Street, London SW1Y 4EE

Join us for our most-loved event of the year – the Spread a Smile Comedy Night, hosted by none other than Suzi Ruffell. Enjoy an evening of fun and laughter, bringing together friends and supporters of the charity. Click [here](#) for more info

Tickets £30 | VIP packages available



SPREAD A SMILE GALA DINNER

Tuesday 6 May 2025

Corinthia London, Whitehall Place SW1A 2BD

Join us for a special evening to celebrate 12 incredible years of Spread a Smile, as we continue to bring joy and laughter to seriously ill children, young people, and their families.

Hosted by our ambassador and comedian Suzi Ruffell, the evening will include a three-course dinner, entertainment, moving speeches and an exciting raffle and auction.



Table of 10 & full page brochure ad £7,000

Sponsorship & Brochure Advertising Opportunities

Headline Sponsor £14,000

Entertainment Sponsor £5,000

Raffle Sponsor £3,000

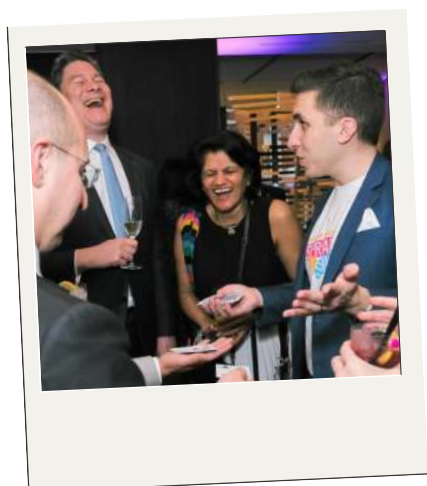
Event Brochure

Brochure sponsor £2,500

Full page £1,000

Half page £500

For any questions regarding sponsorship or advertising opportunities, please contact Lucy Keith, Head of Partnerships at lucykeith@spreadasmile.org for more details.



Challenges



NATIONAL THREE PEAKS

Friday 4th – Sunday 6th July 2025
Ben Nevis, Scafell Pike & Snowdon

Join Team Smile as an individual or with others for an incredible fundraising challenge to raise vital funds for seriously ill children and their families. Over two days, you'll trek 26 miles and ascend nearly 3,000m, requiring fitness, grit, and determination, but rewarding you with stunning views and a great sense of achievement. Click [here](#) for more info

Registration fee £95 | Cost £460 | Minimum fundraising target £800



TOUGH MUDDER

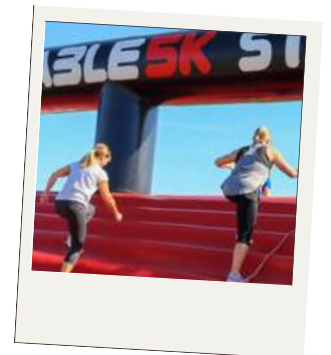
Multiple dates & locations

Challenge your team to take on Tough Mudder, an exhilarating obstacle course that builds teamwork, resilience, and morale. It's a great opportunity to motivate employees and foster camaraderie while supporting a worthy cause. Click [here](#) for more info

INFLATABLE OBSTACLE COURSES

Multiple dates & locations

The Inflatable 5K, 10k or 15k is back and it's bigger, bouncier, and better than ever in 2025! This isn't your typical fun run—it's packed with epic inflatable obstacles, new music zones, and exciting new locations. Plus, there's less running and way more bouncing, so it's perfect if you're looking for a fun, team-building challenge. Click [here](#) for more info





LONDON TO BRIGHTON CYCLE

Sunday 15 June 2025

Cycle 54 miles from Clapham Common through picturesque English countryside to Brighton seafront, where you'll be greeted with a hero's welcome. Click [here](#) for more info

Registration fee £35 | Minimum fundraising target £300

LONDON HALF MARATHONS

- **London Landmarks | Sunday 6 April 2025**

Run through central London's iconic landmarks. Starting at Pall Mall, you'll pass landmarks like the London Eye and Buckingham Palace, finishing outside Downing Street with lively cheer points along the way. Click [here](#) for more info

Registration fee £30 | Minimum fundraising target £500

- **Royal Parks | Sunday 12 October 2025**

This popular race takes you through four Royal Parks and past iconic landmarks like Buckingham Palace, the Houses of Parliament, and the Royal Albert Hall, all on closed roads with a vibrant festival atmosphere. Click [here](#) to find out more

Registration fee £30 | Minimum fundraising target £350



We also have events across the UK. Please get in touch if you would like to see a full list

LONDON 10K RUNS

- **London 10k | Sunday 13 July 2025**

Featuring live bands, DJs, and cheering fans, this scenic route is perfect whether you're a beginner or aiming for a new PB! Click [here](#) for more info

- **Vitality 10k | Sunday 28 Sept 2025**

This 10K course guides you past some of London's most famous landmarks, including St Paul's Cathedral and Big Ben. Click [here](#) for more info

Registration fee £15 | Min fundraising target £150



Sponsorship Opportunities

Join us as a sponsor and make a difference by spreading smiles where they're needed most. Below, you'll find several ways you can get directly involved and make an impact.



THERAPY DOGS £5,000

Sponsor one of Spread a Smile's 6 therapy dogs for one year and help bring comfort to seriously ill children. As a sponsor, you'll receive updates on the dog's hospital visits and participation in family events throughout the year. You'll also have the opportunity to host a wellbeing afternoon at your office, where the dog can visit and meet your team. Additionally, your logo will be printed on the dog's Spread a Smile bandana, ensuring your support is recognised by all.

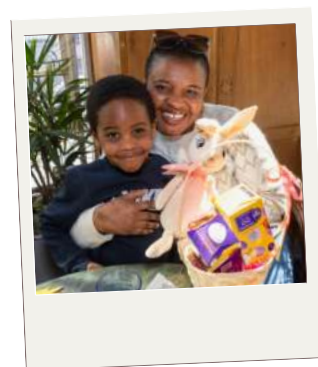
VALENTINE'S DAY £3,500

Sponsor Valentine's Day at Spread a Smile and send a team to our HQ in Highbury, London to help inflate hundreds of helium heart balloons, to be delivered to hospital wards across London. Your support will make this special day brighter for families facing incredible difficult times.



SPREAD A SMILE'S BIRTHDAY £2,000

Sponsor Spread a Smile's 12th Birthday and send 4 volunteers to one of our largest partner hospitals on 10th April 2025, joining our team and entertainers to spread joy and laughter across the wards. The day will be full of cake, birthday activities and lots of entertainment.



EASTER £5,000

Sponsor Easter at Spread a Smile and send a team to our HQ in Highbury, London to sticker and pack 4,000 chocolate Easter eggs or assist with preparing for our Easter virtual and in-person visits. Your support will help keep young patients entertained and bring smiles to their faces over the half-term holidays.

SUMMER & WINTER PARTY £10,000

Sponsor towards our Summer or Winter Party, our biggest events of the year, where 500 guests—including seriously ill children, young people, and their families—enjoy a day of fun and laughter. Bring a team of 10 volunteers to assist on the day and host two activity stalls of your choice. Your logo will also be prominently displayed on the event flyer, as well as on TV screens and signage throughout the event, ensuring your support is recognised by all.



HALLOWEEN £2,000

Sponsor Halloween at Spread a Smile and help us bring joy to children in hospitals. Your support will allow us to purchase sweets, which your team can sticker and pack at our HQ in Highbury, London, before they're sent to our hospital partners.



THEATRE TRIPS £5,000

Sponsor one of Spread a Smile's theatre trips and provide children and their families with a much-needed escape from the hospital environment. These outings offer valuable moments of normality and quality time together. As a sponsor, you'll bring 4 volunteers on the day to welcome the families, interact with them, and see firsthand the positive impact of your support.



CHRISTMAS HAMPERS £5,000-£10,000

Give the gift of a smile at Christmas, and sponsor our 'Smile Hampers' for seriously ill children and their siblings. Each hamper costs £25, so £5,000 would bring joy to 200 families (or double your support and reach 400 families). Bring 10 (or 20) volunteers to our HQ in Highbury, London for a packing session in November, where you'll see firsthand the incredible effort that goes into creating each and every hamper.



CHRISTMAS VISITS £3,000

Bring the magic of Christmas to life for 100 children in hospital by giving them a bedside visit from Santa and Spread a Smile's Elves.

SPREAD A SMILE MAGICIANS £5,000

Sponsor one of Spread a Smile's magicians for one year and bring laughter to seriously ill children in hospital. As a sponsor, you'll receive video updates throughout the year, and additionally have the opportunity to invite your chosen magician to perform at your office, spreading joy to your team and highlighting the impact of your support.



If you'd like to learn more about any of the opportunities above, please don't hesitate to reach out to our team. They're happy to provide more details and can tailor packages to suit you.