

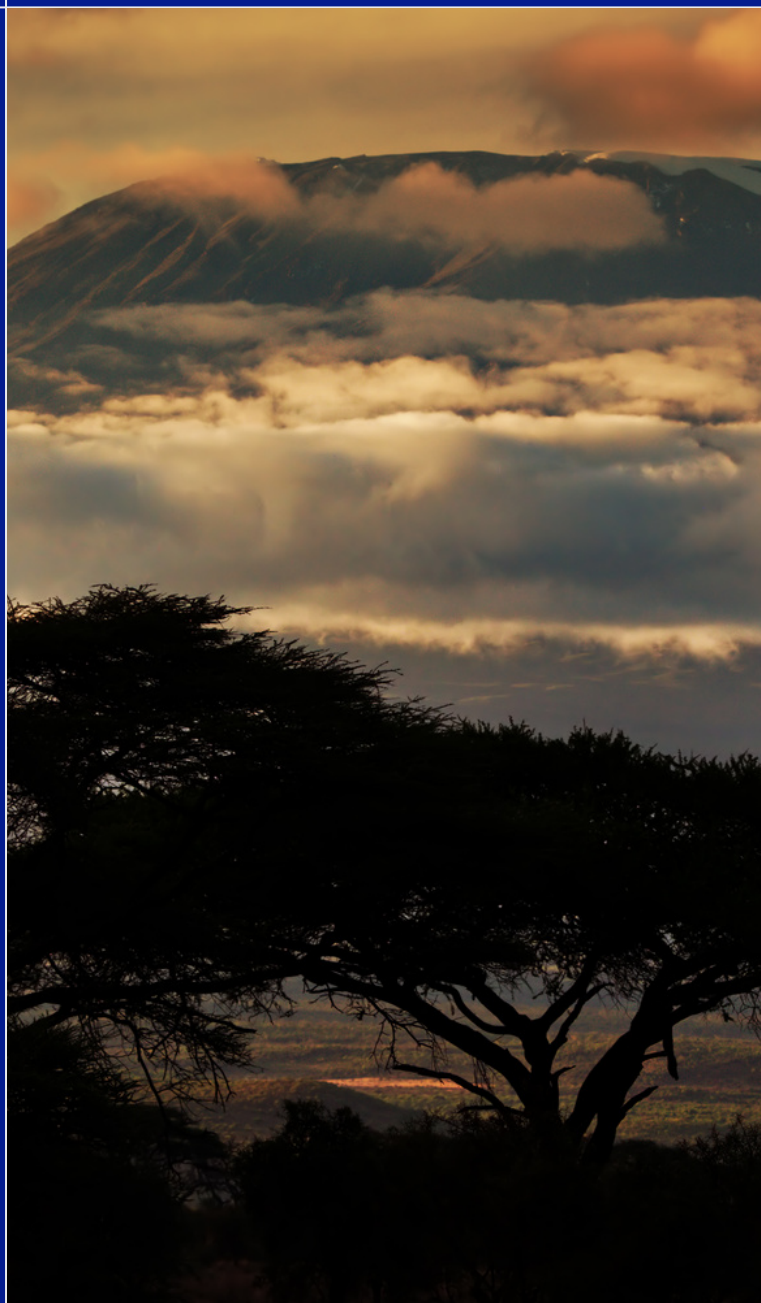


**FROM**  
**LUKE MITCHELL**  
CORPORATE AND COMMUNITY PARTNERSHIPS  
COORDINATOR

**CARING IN BRISTOL**

**SPONSORSHIP  
PROPOSAL  
FOR**

# **Care.Climb. Kilimanjaro**



## **Sponsorship Packages**

**Gold £6,000**

**Silver £4,000**

**Bronze £2,000**



**Caring in Bristol**



# Introduction to Caring in Bristol

Caring in Bristol is a registered charity working across Bristol to support and empower homeless and vulnerable people of all ages. Established by volunteers in 1987, we have developed from an annual project 'Caring at Christmas' into an organisation with a comprehensive range of services that support young people and adults 365 days-a-year.

Much of our work focuses on helping people who are rough sleeping move away from the streets; providing early help and assistance to ensure people don't become homeless in the first place; and supporting marginalised young people, often in crisis, who fall between the gaps of other services.

Bristol has an acute housing crisis, which when coupled with the cost-of-living crisis, means that more people than ever will be struggling to maintain their tenancy. We want to help.

## Senior Management Team

**BEN RICHARDSON**  
DIRECTOR

**CLAIRE COLEMAN**  
HEAD OF OPERATIONS

**EMMA PROUT**  
HEAD OF FINANCE

**GLYN BERWICK**  
FINANCE ADVISOR

**BRONWEN JAMES**  
HEAD OF DEVELOPMENT

**HELEN MCCARTAN**  
HEAD OF PUBLIC FUNDRAISING

**MEL HOLMES**  
YOUTH SERVICES MANAGER







## Why Become a Sponsor



Whilst we provide tangible benefits for our sponsorship packages, a partnership with Caring in Bristol will always be effective in:

- Increasing positive perception of your brand to your staff, your clients and the public
- Promoting conscientious values among your staff and clients
- Improving your Corporate Social Responsibility
- Increasing company visibility to a new audience who work in an ethical social environment

Any corporate partnership with Caring in Bristol is designed to be mutually beneficial for all parties. The standard benefits we would provide, but are not limited to, are:

- Social media posts to promote the company
- Inclusion in any relevant PR opportunities
- Company name featured on our website
- Company name on any promotional material

# Introduction – what is Care.Climb.Kilimanjaro



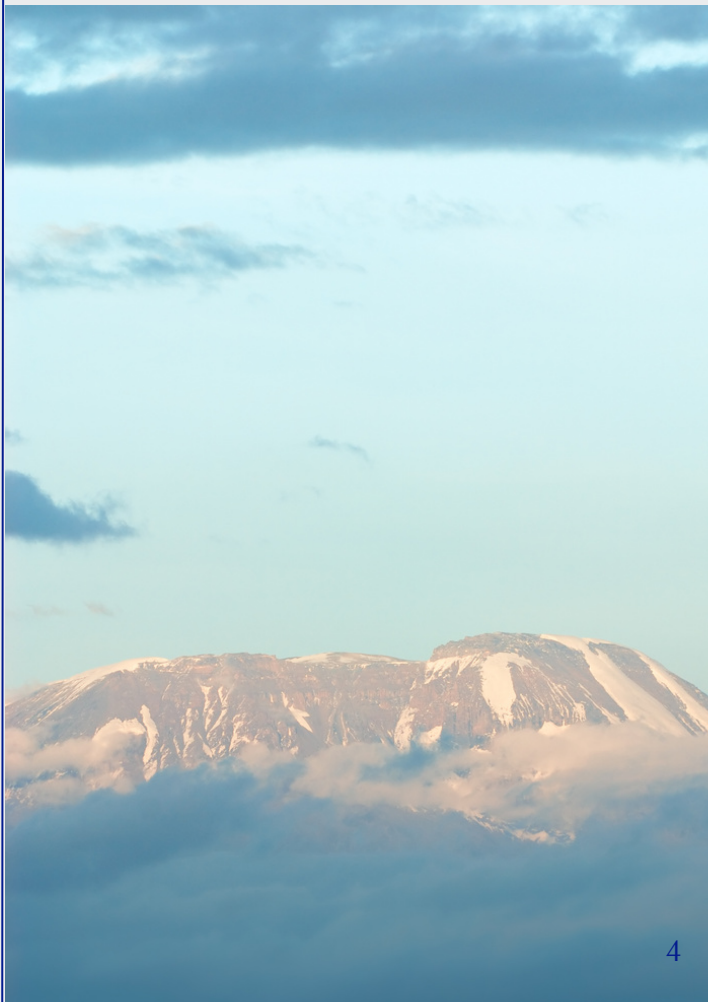
Caring in Bristol is working in partnership with Bianchi's restaurant group for a fundraising challenge taking place in October 2023 for 20 to 25 people individuals with the goal of climbing to the summit of Kilimanjaro in Tanzania. The fundraising challenge will take place over a 10 day trek beginning on 14th October. This will be Caring in Bristol's largest scale single community fundraiser.

The fundraiser will be championed by Bianchi's own Magda Pietrykowska and Dom Borel who have great experience organising fundraisers similar to this, however this is the first time that they have been collaborating with Caring in Bristol for a fundraising challenge.

## The Challenge

The group will arrive in Tanzania on the 14th October and transfer to Moshi Town, with views of the highest point of Kilimanjaro, the Kibo peak. After a night to relax they will be taking a one hour drive to the famous Machame Gate, which marks the beginning of the climb. The route begins with a steady scramble passing through the dense rainforest all the way to the Machame Camp. From here Magda, Dom and all the team will be taking on the steep ascent onto the Shira Plateau before scaling tricky terrain to reach a tin shack where tents can be pitched at what's known as Barranco Hut. Following a slight decent for the night to allow their bodies to acclimatise to the high altitude the team of climbers will push on for a further two days with long and tiring clamber over rocks, passing underneath incredible glaciers and traversing some of the most impressive scree found anywhere in the world.

On day seven the group will set off early in the morning to avoid the extreme heat of later in the day, as the team will be making their final ascent towards the summit. The last scree climb will see the group gain incredible height at a very quick pace with the most spectacular views surrounding them, and as they reach the crater rim of Stella Point. The most technical peak of Mawenzi must then be climbed before the final hour's scale to the Uhuru Peak which stands at an impressive 5895m – in contrast Snowdon stands at 1,085m. Once the peak has been reached, of course the group must navigate the descent down the mountain. It will take a further day to get back to Moshi, meaning the trek will take 10 days altogether.







## Why Sponsor Care.Climb.Kilimanjaro

Each participant taking part in the Kilimanjaro challenge will be doing so to raise money for Caring in Bristol, making a pledge to fundraise a minimum of £6,000. Nevertheless, taking part in the challenge comes with costs. The cost per participant is £3,569 and this cost is taken out of the fundraising raised by each person. Consequently, if a participant raises £6,000, £2,431 will be donated to the charity. The £2,431 will then become unrestricted income for Caring in Bristol, being spread across our projects.

The sponsorship will help to cover the costs for all participants, covering the following:

- Scheduled return flights to London
- All accommodation (generally twin share camping)
- Fuel supplement levied by the airline at £170
- Meals as detailed in the itinerary
- Discover Adventure leader
- Discover Adventure Doctor (from 20 paying pax)
- Full vehicle support, local guides, cooks, drivers etc
- Route information
- Free rep place (from 20 paying pax)
- 24-hour emergency UK back-up
- Pre-trip planning and office support
- Pre-trip slideshow to participants
- Post-trip debrief
- Hiking clothing for participants



By helping to cover the cost for participants your sponsorship will be allowing for more of the money raised to come directly to the charity increasing the unrestricted funding for Caring in Bristol that could be spread across our projects to support those in the community facing homelessness. Therefore, through your sponsorship you will be indirectly supporting Caring in Bristol and our projects in Bristol and helping towards our vision of creating a city empowered to solve homelessness.

As a Care.Climb.Kilimanjaro sponsor you will have the opportunity to have great brand exposure through potential PR opportunities with ITV and other television and radio stations, as well as through social media. Your business will be mentioned in videos by the team that are then shared on social media and your company name and logo will feature on our website. Your company logo will also be included on hiking clothing worn by participants of the trek.

**Sponsorship packages are split into Gold, Silver and Bronze tiers with varying benefits. Please see the sponsorship costs and full list of benefits below.**



## **Gold - £6,000**

### **Benefits**

- Mentioned in all social media posts related to Care.Climb.Kilimanjaro on Caring in Bristol's social media
- Mentioned on the Care.Climb.Kilimanjaro Instagram page a minimum of five times
- Included in any relevant press opportunities
- Mention as sponsor in video by climbing team prior to the trek
- Mention as sponsor in video during trek
- Photo with a flag featuring company logo on summit
- Company name and logo on our Corporate Partnership page on our website
- Company name and logo on Care.Climb.Kilimanjaro webpage on our website
- Company logo featured on t-shirts for all participants. VIP Famiglia Package with Bianchi's restaurant for all staff

## **Silver - £4,000**

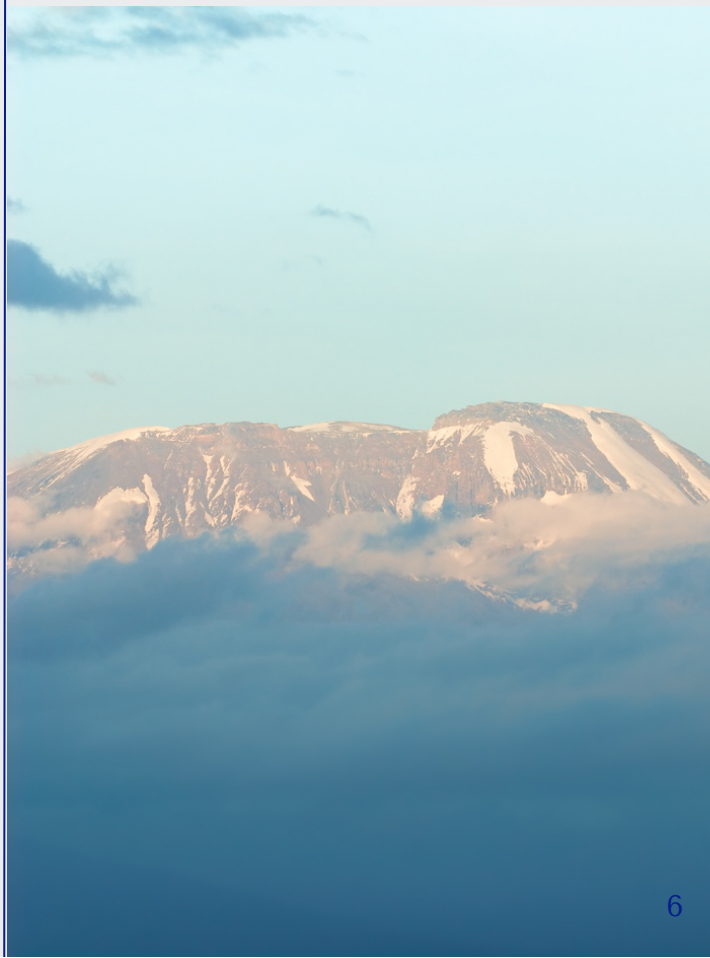
### **Benefits**

- Mentioned in five social media posts related to Care.Climb.Kilimanjaro on Caring in Bristol's social media
- Mentioned on the Care.Climb.Kilimanjaro Instagram page a minimum of three times
- Included in any relevant press opportunities
- Mention as sponsor in video during trek
- Company name and logo on our Corporate Partnership page on our website
- Company name and logo on Care.Climb.Kilimanjaro webpage on our website
- Company logo featured on t-shirts. VIP Famiglia Package with Bianchi's restaurant for up to 50 members of staff.

## **Bronze - £2,000**

### **Benefits**

- Mentioned in three social media posts related to Care.Climb.Kilimanjaro on Caring in Bristol's social media
- Company mentioned on the Care.Climb.Kilimanjaro Instagram in a thank you to our sponsors post
- Included in any relevant press opportunities
- Mention as sponsor in video during trek
- Company name and logo on our Corporate Partnership page on our website
- Company logo featured on t-shirts. VIP Famiglia Package with Bianchi's restaurant for up to 10 members of staff.





# Where to find out more

Find out more about the Kilimanjaro challenge on the Caring in Bristol website:

<https://caringinbristol.co.uk/care-climb-kilimanjaro/>

Find out more about Caring in Bristol check out their website:

<https://caringinbristol.co.uk/>

Find out more about Caring in Bristol's projects


<https://caringinbristol.co.uk/what-we-do/>

Got any questions about the work Caring in Bristol are doing in our community please drop them an email on:

[Fundraising@caringinbristol.org.uk](mailto:Fundraising@caringinbristol.org.uk)

If you're interested in learning more about **Care.Climb.Kilimanjaro** and the sponsorship opportunity please contact Luke using the details below.

Follow our social media pages for updates

 [careclimbkilimanjaro](#)

 [caringinbristol](#)



[Partnerships@caringinbristol.org.uk](mailto:Partnerships@caringinbristol.org.uk)



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