

The ELEMENTs



Be part of the **adventure**

Three challenge events: with hike, bike and paddle phases.

One key Element: Experience Adventure.

Summit Sponsor

Our top-level partnership package. Partner with **The Adventure Element** across all areas: corporate and charity events, Duke of Edinburgh Award programmes, and the new The ELEMENTs event series.

Peak Partner

Partner and support **The Adventure Element** throughout all three events within The ELEMENTs adventure series (*Coniston, Jurassic Coast and Jurassic Dusk*).

Fell Friend

Select just one of our events from The ELEMENTs adventure series to support. Choose from either Coniston, Jurassic Coast or Jurassic Dusk.

This is how you could benefit from our events and partnering with us.

CORE BRANDING	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Linked logo on The Adventure Element website homepage	✓		
Linked logo on The ELEMENTs event website page	✓	✓	✓
Company overview / images on The ELEMENTs website page	✓		
Displaying of company branded event banners / flags	✓		
Logo on all The ELEMENTs event location branding		✓	
Display brand on The ELEMENTs event route		✓	
Linked logo on newsletters	✓	✓	✓
Logo on selected social media posts - plan TBA	✓	✓	
Logo in event promotional video	✓	✓	
Logo on event related material (<i>event guide, notes, updates to participants etc.</i>)	✓	✓	✓

SPEAKING / WORKSHOP OPPORTUNITIES	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Workshop hosting	✓	✓	
Speaker opportunities (<i>at event / online</i>)	✓	✓	
Product demonstrations / sampling	✓	✓	✓
One free team The ELEMENTs event entry (<i>up to 4 people</i>)	✓	✓	



EVENT LOCATION BRANDING

EVENT LOCATION BRANDING	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Branding at registration area	✓	✓	
Dedicated brand space (<i>exact size TBA</i>)	✓	✓	✓
Branding on route map banner		✓	
Branding on photo backdrop	✓	✓	
Branding at water station (<i>event hub</i>)		✓	✓
Branding at cycle feed station (<i>on route</i>)		✓	✓
Branding at kayak start / finish area		✓	✓
Own branding (<i>flags, banners etc.</i>)	✓	✓	✓
Branding on start / finish race arch	✓	✓	
Branding on directional / information signage		✓	
Branding on race numbers (<i>bike and hike</i>)	✓	✓	
Branding on 'Ask About Adventure' area	✓	✓	
Branding on 'Summit Selfie' route location		✓	✓
Branding on 'Water Wave' route location		✓	✓
Branding on kids' treasure hunt area		✓	✓

PRODUCT

PRODUCT	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Participant registration giveaway	✓	✓	✓
General event product giveaway	✓	✓	✓
'Summit Selfie' photo prizes		✓	✓
'Water Wave' photo prizes		✓	✓
'Sock Selfie' prizes		✓	✓
Kids' treasure hunt prizes		✓	✓
The Adventure Element team kit / product	✓	✓	✓
Competition / prize giveaways (<i>additional to event</i>)	✓	✓	✓
Charity fundraising prize (<i>first team to raise £500</i>)	✓	✓	✓



DIGITAL AND MEDIA	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Social media mentions (<i>pre, during and post event</i>)	✓	✓	✓
Social media collab posts (<i>pre, during and post event</i>)	✓	✓	
Social media sponsor announcements	✓	✓	✓
Social media dedicated sponsor posts	✓	✓	✓
Sharing of relevant social media posts (<i>TBA</i>)	✓	✓	✓
Co-branded email newsletter	✓	✓	✓
Joint blogs / articles (<i>website and social media</i>)	✓	✓	
Dedicated feature article	✓		
The Adventure Element team product review articles	✓	✓	✓
Event participant product review articles	✓	✓	
Marketing, comms and promo plans	✓	✓	✓
Marketing, comms and promo support	✓	✓	
Dedicated partner press release	✓	✓	
Press release 'boiler plate' inclusion	✓	✓	✓
Logo / images included on media comms (<i>where relevant / possible</i>)	✓	✓	
Logo inclusion in event promotional videos	✓	✓	
Creation of joint, event promotional video	✓	✓	
Support / promotion of webinars or online courses (<i>where relevant</i>)	✓	✓	

DATA / AUDIENCE	SUMMIT SPONSOR	PEAK PARTNER	FELL FRIEND
Opt in participant newsletter contact list	✓	✓	
Post event analytics report	✓	✓	
Use of selected official event photos	✓	✓	

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