



Corporate Events Sponsorship

Opportunities 2026/27

Caring for local families — and giving your business a platform to make a real difference.

40+ Years of compassionate care	£11m Annual cost of services	12.7% Met by NHS funding	£9.6m We must raise every year
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About Willen Hospice

Willen Hospice is an independent hospice and registered charity based in Milton Keynes, providing compassionate care and support for local people with life-limiting conditions, completely free of charge. For over 40 years, our expert teams have helped patients and their families navigate some of the most difficult times of their lives.

It costs us £11 million every year to provide our services, that's around £28,000 every single day. Yet only 12.7% of our running costs are met by ongoing NHS funding, meaning we rely on our generous community to raise £9.6 million a year. Your sponsorship helps make that possible.

Why Sponsor a Willen Hospice Event?

- ✓ Meaningful community impact with genuine emotional resonance
- ✓ Brand visibility across print, digital and social media
- ✓ Staff engagement and team-building opportunities
- ✓ Association with one of Milton Keynes' most loved charities
- ✓ Logo placement at high-footfall, well-attended events
- ✓ Social media mentions to our engaged local audience
- ✓ Access to PR and press coverage opportunities
- ✓ Flexible packages to suit your budget and objectives

Midday Moo

Sunday 10 October 2026



Walk with us. Partner with us. Make every mile matter.

The Midday Moo is one of Willen Hospice's most popular community fundraising events, bringing together supporters of all ages to take on a 5-mile or 10-mile sponsored walk through Milton Keynes.

Starting and finishing at Milton Keynes Rugby Club, the event celebrates our incredible community while raising vital funds to help Willen Hospice continue providing free, specialist care to local people living with life-limiting illness.

By partnering with the Midday Moo, your organisation will not only receive valuable brand exposure but will also demonstrate a genuine commitment to supporting your local community.

250

Participants (2025)

£28,000

Raised last year

5 & 10

Mile walk options

100s

Supporters, volunteers & spectators

What Your Business Gains

- ✓ Positive community engagement
- ✓ Association with a respected local charity
- ✓ Brand visibility before, during and after the event
- ✓ Face-to-face engagement with participants
- ✓ Employee volunteering opportunities
- ✓ Demonstrable CSR impact

Headline Sponsor

Midday Moo — Sunday 10 October 2026

Investment: £4,000 +VAT

Exclusive Headline Sponsor Status

Exclusive recognition as the Headline Sponsor of the Midday Moo. Your company name and logo featured prominently across event branding and promotional materials.

Brand Visibility

Your logo will appear on:

- ✓ Event marketing materials (digital and printed)
- ✓ The official Midday Moo website and event pages
- ✓ Social media promotions leading up to the event
- ✓ Event email communications where appropriate
- ✓ Official participant T-shirts
- ✓ Start/Finish gantry branding
- ✓ Event signage and promotional materials

Event Day Presence

Promote your business directly to hundreds of participants and supporters through:

- ✓ A promotional stand in the Event Village
- ✓ Branded flags, banners and display materials
- ✓ A presence at both the Start/Finish area and the halfway point
- ✓ The opportunity to distribute branded merchandise, promotional items or giveaways

Corporate Golf Day

2nd October 2026



Willen Hospice Golf Day at Aspley Guise & Woburn Sands Golf Club

Join fellow business leaders for a superb day on the fairways at Aspley Guise & Woburn Sands Golf Club, all in aid of Willen Hospice. With breakfast, tea & coffee and lunch included, this is an unmissable occasion for golf enthusiasts and corporate networkers alike.

Team of 4 & Hole Sponsorship

Corporate Golf Day — 2nd October 2026

Investment: £600

What's included:

- ✓ Entry for a team of 4 players including breakfast, tea & coffee and lunch
- ✓ Sponsorship of one of the 18 holes (standard hole)
- ✓ Your logo featured on the Golf Course Map
- ✓ Your logo displayed on your chosen Golf Tee
- ✓ Your company tagged and thanked on social media

Tuck Shop Golf Buggy Sponsor

Corporate Golf Day — 2nd October 2026

Investment: £350

What's included:

- ✓ Your company logo displayed on branded magnets fixed to our tuck shop golf buggy for the full day
- ✓ The buggy tours the course all day selling beer and snacks to golfers as they play, giving your brand friendly, repeated exposure to every group on the course
- ✓ Your logo featured on the Golf Course Map
- ✓ Your company tagged and thanked on social media

Willen Hospice Big Quiz

4th February 2027



The Big Willen Hospice Quiz — a sell-out every year at The Ridgeway Centre, Wolverton

40

Teams competing

8

Rounds of trivia

£7,100+

Raised at 2025 event

Sell-out

Every single year

The Willen Hospice Big Quiz is a hugely popular evening event that brings the MK business community together for a brilliant night of fun, laughter and fundraising. Held at The Ridgeway Centre, Wolverton, it sells out every year. The perfect opportunity to entertain clients, reward staff and raise your brand profile in a lively, memorable setting.

Headline Sponsor

Big Quiz — 4th February 2027

Investment: £2,500 +VAT

What's included:

- ✓ Your logo prominently featured on the event page on willen-hospice.org.uk
- ✓ Company branding opportunities at the event to acknowledge your support
- ✓ Your branding included on the slideshow displayed throughout the evening
- ✓ Your company tagged and mentioned in all social media posts related to the event
- ✓ Your company personally thanked by the MC at the event
- ✓ Table for 8 guests included — perfect for client entertainment
- ✓ A dedicated quiz round named after and themed around your company

Quiz Round Sponsor

Big Quiz — 4th February 2027

Investment: £450

What's included:

- ✓ Your company announced as the sponsor of your dedicated quiz round
- ✓ Your company branding included on the answer sheet and PowerPoint presentation
- ✓ Your logo featured on the event page on willen-hospice.org.uk
- ✓ 1x Team of 8 included — enjoy the evening with colleagues or clients



Team Willen London Marathon 2027

£10,000

The 2027 TCS London Marathon Double. Two days. One Event. 100,000 People

For one year only, the TCS London Marathon will make history.

Join us in making history with Team Willen and help create something truly special for local people and families who need hospice care.

In 2027 the event will expand across two days, creating an unprecedented opportunity for charities, runners and supporters. As a result, Willen Hospice has secured an additional 100 marathon places through the new Saturday event, alongside our 12 guaranteed Sunday places, giving us a remarkable team of 112 runners.

This is a phenomenal opportunity, and we want to offer you the chance to become a partner of something very special. We are seeking an exclusive Headline Sponsor to support our team of runners as they embark on this remarkable challenge to raise crucial funds for hospice care. Making a difference at one of the UK's most iconic fundraising events, while supporting local individuals and families who rely on the compassionate care of Willen Hospice.

As Headline Sponsor, you will play a vital role in building our running community, supporting our runners, strengthening their fundraising efforts, and maximising this transformational opportunity.

This unique partnership offers exceptional brand visibility, meaningful community engagement, and the opportunity to align yourselves with Willen and the world's most celebrated marathon event.

Headline Sponsor

Team Willen — London Marathon 2027

Investment: £10,000

What's included:

- ✓ Two guaranteed places in the Saturday London Marathon
- ✓ Opportunity to engage directly with runners throughout the campaign by providing promotional materials and supporting events
- ✓ Your logo displayed prominently on both sleeves of every Team Willen London Marathon T-shirt
- ✓ Your company mentioned in all London Marathon communications and updates
- ✓ Your logo featured on London Marathon social media posts, reaching a wide audience
- ✓ A joint press release announcing our exciting partnership to the community
- ✓ Branding opportunities and direct engagement with runners at the London Marathon Kick-Off Event (September 2026)
- ✓ Branding opportunities and direct engagement with runners at the Pasta Party (April 2027)
- ✓ Presence and engagement at the Marathon Day Cheer Squad
- ✓ Presence and engagement at the Post-Marathon Thank You Celebration

Why Partner with Willen Hospice?

- ✓ **Support Local Care:** contribute to free palliative and end-of-life care for local people and their families
- ✓ **Demonstrate Community Commitment:** showcase your support for the local community and its well-being
- ✓ **Align with a Renowned Event:** connect your brand with one of the world's most recognised fundraising events
- ✓ **Reach a Broad Audience:** engage with hundreds of runners, supporters, volunteers and the wider Willen Hospice community

Sponsorship Summary 2026/27

Opportunity	Event & Date	Investment	VAT?
Headline Sponsor	London Marathon, Apr 2027	£10,000	No
Headline Sponsor	Midday Moo, 10 Oct 2026	£4,000	Yes
Team of 4 & Hole Sponsorship	Golf Day, 2 Oct 2026	£600	No
Tuck Shop Golf Buggy Sponsor	Golf Day, 2 Oct 2026	£350	No
Headline Sponsor	Big Quiz, 4 Feb 2027	£2,500	Yes
Quiz Round Sponsor	Big Quiz, 4 Feb 2027	£450	No

Next Steps

We'd love to discuss how we can tailor a package that works perfectly for your organisation. Whether you're interested in a single event or a multi-event partnership, our team is here to help.

Get in Touch

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Registered Charity

Charity No. 270194
 Company No. 1231909 (England & Wales)
"Caring for local people for more than 40 years."

