

CHARLIE HOUSE

Christmas Sponsorship Opportunities 2025



Life is precious



Charlie House is a registered charity no. SC042643

Sponsorship that makes a difference

Christmas is coming to Charlie House HQ once again this year and we are delighted to present sponsorship opportunities for our iconic **Santa Run** and much-loved **Santa's Workshop** in Bon Accord Centre.

All funds raised at these festive events will support Charlie House to provide activities and support to children living with life-limiting and life-threatening conditions in the North-east, and their families.

Why Sponsor a Charlie House event?

As a sponsor, your organisation will play a vital role in our flagship festive fundraising activities this year. You can also expect a range of exclusive benefits, including:

- Aligning your brand with a **renowned local charity**.
- **On-site branding at high-footfall city centre events** over the festive period.
- Opportunities to demonstrate **your commitment to ESG goals** and community engagement.
- Recognition to Charlie House's digital audience - with a combined reach of **over 505,000 people** across our social media channels.*

We understand that all businesses and brands have different aims, objectives and budgets. We will work with you to understand your needs and tailor your experience to best suit your goals.

*Reach figures based on data collected between September 2024 and September 2025



Santa Run Sponsorship – £5,000

On **Sunday 16th November**, around **500 participants including adults, children and Santa paws** will don their Santa suits and take off down Union Street to raise funds for Charlie House. Whether running, jogging or walking - every step will make a real difference to children with life-limiting or life-threatening conditions, and their families, in the North-east.

Event Sponsorship includes:

- Exclusive **Brand Awareness Opportunities** during the city's official Christmas parade with thousands of visitors expected, including having your company's banners and flags present at the event registration, start line and finish line in the heart of the festivities.
- Your logo on **all promotional event materials**.
- Your logo printed onto **every running bib worn by participants**.
- **30 complimentary event spaces** for your team – 10 adults, 10 children, 10 pets.
- **Featured as headline sponsor on event webpage** on Charlie House website.
- Opportunity to have a representative from your company **speak at the event and officially start the race** by setting off the confetti cannon.
- Your company **mentioned in targeted press release**.
- **Social media posts and recognition** on Charlie House website.



Santa's Workshop Sponsorship



This festive season we will once again be transforming a space in one of Aberdeen's premier shopping destinations into a winter wonderland as we welcome **approximately 1,800 visitors** to see Santa and his elves. By sponsoring our Santa's Workshop you can enjoy fantastic exposure throughout the entire event and help bring joy to thousands of children and families this Christmas.

Title Sponsor – Secured by Bilfinger

- Your company **name included in event title** (e.g. Charlie House Santa's Workshop sponsored by X).
- Your **logo displayed on the entrance signage**.
- **Premium location for logo display** in the workshop and on event pop-up banner.
- **Logo printed on each of the photo frames** purchased by visitors.
- **30 family tickets** for workshop visits (60 children).
- **Social Media spotlight** and inclusion on Charlie House event webpage.

Santa's Elf – £2,500

- Your **logo to be printed on the sticker of every wrapped present** given to a child.
- Your company's **branding to be displayed in the workshop**.
- **15 family tickets** for workshop visits (30 children).
- Your **logo displayed on event pop-up banner** at the entrance to the workshop.
- **Social Media recognition** and inclusion on **Charlie House event webpage**.

Red Robin – £1,500

- Your **logo displayed in popular photo opportunity** with Santa's Sleigh.
- Your **branding and banners displayed in workshop checkout area**.
- Your **logo displayed on event pop-up banner** at the entrance to the workshop.
- **Social Media recognition** and inclusion on **Charlie House event webpage**.



About Us

Charlie House provides a full programme of fun, inclusive and accessible activities for the whole family. From horse rides on the beach and paddle boarding, to music therapy and sensory fun, the focus is on what children can do, not what they can't; helping them to play, have fun, and do the things that children should do.

Our specialist team also works closely with parents and carers to help them navigate the challenges they face, helping them get the right information they need at the right time, and acting as advocates and supporting families, ensuring their voices are heard.

Your support makes a difference

Sponsoring one of this year's festive events is a powerful way to promote your organisation and make a lasting difference in the lives of children with life-limiting or life-threatening conditions, and their families, in the North-east of Scotland.

Join us in spreading joy, creating memories and providing support to children and families across the North-east this Christmas.

For more information, please contact:

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Visit our website: <https://www.charliehouse.org.uk>



“As Grace got bigger, I didn't want her to miss out on anything - I wanted her to do anything and everything. Charlie House put to ease everything that I had been keeping inside of me for the past 2 and a bit years.

"It's about building memories and giving Grace things that I wouldn't be able to do, or even know how to orchestrate, and it's socialising with other families and meeting parents and children that are in a similar situation to us. That's something I didn't have for a long time, whereas now with Charlie House, we are altogether - we all support each other.”

- Emma Beattie, parent supported by
Charlie House