

STBB

125th Anniversary Charity Trail Run for Miles for Smiles

Join Us in Creating 125 Smiles!

Sponsorship
Prospectus



In celebration of our company's 125th anniversary, we're hosting a *Charity Trail Run* to raise funds for *Miles for Smiles*, a Cipla Foundation initiative that provides life-changing cleft palate surgeries for children. Each surgery costs R 5 500, and our goal is to fund *125 surgeries* – one for each year of our journey!

This event is more than just a race; it's an opportunity to bring people together, celebrate life, and make a real difference. We're inviting businesses, partners, and community members to be part of this movement by supporting us as sponsors.

Event Details

- **Date:** Sunday, 21 September 2025
- **Location:** Muratie Wine Estate, Stellenbosch
- **Participants:** Over 500 runners expected
- **Race Options:** 6, 12, 21km
- **Family-Friendly:** Dedicated kiddies' setup
- **Community Involvement:** Vendors, refreshments, and entertainment zones

Please note: Trail run distances are subject to change based on route conditions and safety considerations.

Why Sponsor?

By supporting this event, you're not just getting your brand in front of an engaged audience – you're changing lives. Your sponsorship directly funds cleft palate surgeries, giving children a *new smile and a new future*.

[Sponsor now!](#)

www.stbb.co.za

SPONSORSHIP PACKAGES

Sponsorship Level	Investment	Benefits
Presenting Partner	R 300 000	Exclusive naming rights (“125th Anniversary Charity Trail Run presented by [Your Company]”), prime logo placement, feature in media coverage, opportunity to speak at opening ceremony, 20 complimentary race entries, flags at the event, exposure on social media, website, and posters
Platinum Sponsor	R 100 000	Prominent logo on event materials, booth space at the event, inclusion in marketing campaigns, 15 complimentary race entries, flags at the event, exposure on social media, website, and posters
Gold Sponsor	R 50 000	Booth space at event, flags at event. 10 complimentary race entries, exposure on social media and website
Silver Sponsor	R 25 000	Logo on event website, acknowledgment at the event, 5 complimentary race entries, exposure on social media
Bronze Sponsor	R 10 000	Recognition on the event website, 2 complimentary race entries
Supporter Sponsor	R 7 500	Name listed on the event website, 1 complimentary race entry

À LA CARTE SPONSORSHIPS

These options allow you to sponsor specific elements of the event for targeted exposure.

Sponsorship Option	Investment	Benefits
Finish Line Sponsor	R 30 000	Branding at the most visible point of the race – the finish line, exposure on social media and website
Water Station Sponsor	R 5 000 per station	Branding at one of the on-course water stations (4 stations available)
Kiddies’ Area Sponsor	R 15 000	Exclusive branding of the children’s play area
Refreshment Zone Sponsor	R 15 000	Branding at the main refreshment area
Medical Station Sponsor	R 10 000	Branding at first-aid stations
Photo Booth Sponsor	R 10 000	Branding on event photo booths and digital photos shared by participants
Registration Tent	R 10 000	Branding at the registration tent

GIFTING, PRIZES & RAFFLE SPONSORSHIPS

We are also looking for companies to sponsor **prizes, giveaways, and raffle items** to enhance the event experience.

Sponsorship Option	Examples	Recognition
Race Prizes	Product hampers, vouchers, gear	Announcement during prize-giving, branding on winner certificates
Raffle Items	Travel experiences, gadgets, event tickets	Logo on raffle promotions, social media mentions
Participant Goodie Bags	Snacks, water bottles, energy drinks	Logo on bags, social media mention
Finisher Medals & Trophies	Branded medals and awards	Logo on medals, announcement at prize-giving

How You Can Get Involved

Whether you’re looking for maximum brand exposure or a simple way to contribute, we have a sponsorship package that fits your goals. Let’s **make an impact together**.

Contact Us Today

Let’s discuss how you can be part of this inspiring event! Together, we can create **125 new smiles!**