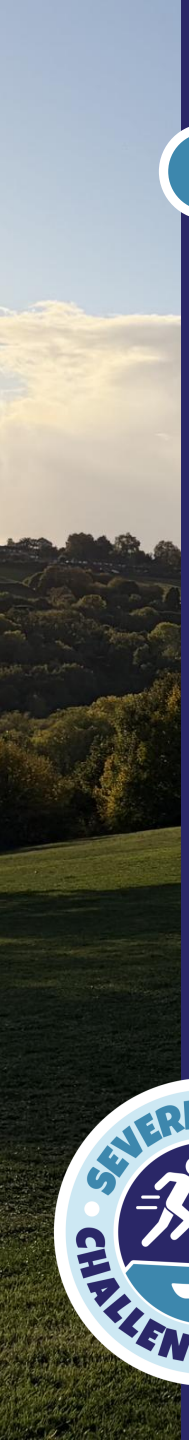


Sponsorship Proposal 2027

svc-events.co.uk

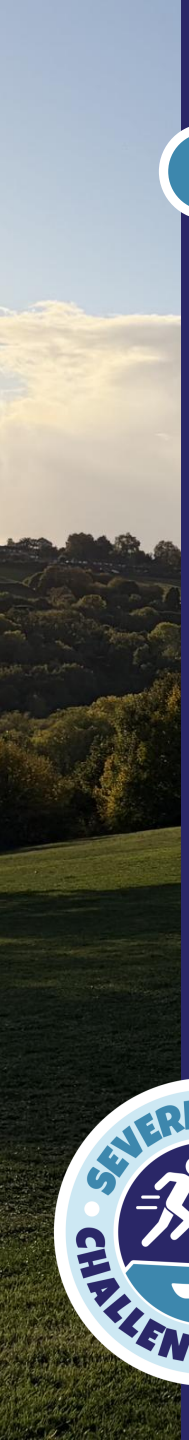


Introducing SVC Events

Severn Valley Challenge Events (SVC Events) was set up to deliver engaging outdoor sporting experiences out of the stunning surroundings of Severn Valley Country Park and the neighbouring countryside.

Our 2027 calendar brings together two distinctive events: the returning **Severn Valley Trail Run** and the second edition of **Steaming Down The Valley**. We're targeting 750 participants across the two events.

Severn Valley Country Park is the home of our events, and we're hugely grateful to the team for their continued support in helping us showcase this fantastic part of Shropshire and celebrate its great outdoors.



Why sponsor SVC Events?

Our events offer businesses the opportunity to connect with the local community, runners and their supporters, and outdoor enthusiasts. We can offer:

Brand visibility: Exposure through event websites, social media, participant communications and race-day activity.

Audience engagement: Opportunities to connect directly with participants and supporters through product sampling, pop-up displays and opportunities to meet participants.

Community association: A positive connection with outdoor activity, wellbeing, local events and the Severn Valley.

Repeated exposure: Two distinct events, supported by promotional activity over several months. Our aim is to create partnerships that deliver commercial value while enhancing the experience for everyone involved.



- **328** Race places sold
- **117,033** Facebook & Instagram views
- **1,937** Social media interactions
- **8,167** Facebook & Instagram page/profile visits
- **1,516** Facebook link clicks
- **£2,100+** Raised for local charity and Country Park operations

Data period: 1 February – 1 August 2026, covering the full pre-event and post-event promotional campaign.

The numbers speak for themselves

Following the successful launch of **Steaming Down The Valley** in June 2026, our first event established a strong foundation for future growth.

Running places sold out and we had significant engagement across our digital channels.

A reach beyond the Midlands

Our events are rooted in the Severn Valley, with an audience extending far beyond the immediate communities around Alveley and Bridgnorth.

Our online activity introduces the events to a nationwide audience of running clubs and participants.

These maps show the postcode areas of those who entered Steaming Down The Valley 2026, demonstrating the reach.





Our events

Severn Valley Trail Run

Last run in 2022, the Severn Valley Trail Run is a 10km trail running race, taking place at Severn Valley Country Park and in the surrounding countryside on Sunday 25 April 2027.

The circular route combines woodland trails, dirt, gravel, grass and short surfaced sections, with natural undulations, rewarding descents and a few climbs along the way.

It's a race designed around the experience rather than personal best times, giving participants an opportunity to challenge themselves in fantastic natural surroundings.



Steaming Down The Valley

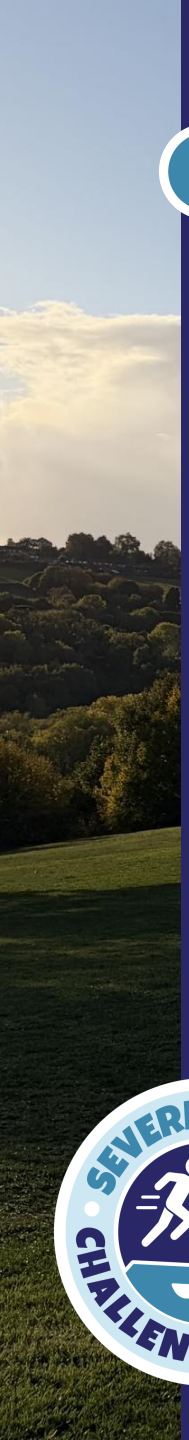
Steaming Down The Valley 2027 takes place on Saturday 5 June, and combines trail running and paddle sports with the spectacle of a live steam railway. Participants race alongside and against a working Severn Valley Railway steam service, creating a one-of-a-kind “race the train” experience.

The event features 5k and 10k running challenges alongside the heritage railway, with 5k participants enjoying a return journey from Arley aboard a Severn Valley Railway service. Paddle sports participation adds another dimension to the event with kayaks, canoes and stand-up paddleboards racing alongside.





Brand exposure



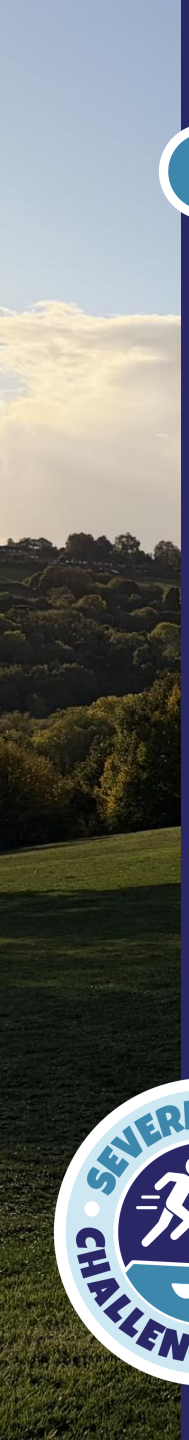
Your brand, throughout the experience

We can promote your business before, during and after race day.

Before race day
Event website, online entry channels, social media promotion, selected event marketing materials and agreed sponsor acknowledgements in participant communications.

On race day
Start and finish branding, banners and flags at Race HQ, event announcements, sponsor displays, promotional materials and opportunities for face-to-face engagement.

After race day
Sponsor acknowledgements through event highlights, photography, social media coverage and post-event communications.



Event companion app (new for 2027)

Our new mobile app creates additional opportunities for businesses to connect with participants in a memorable, interactive way.

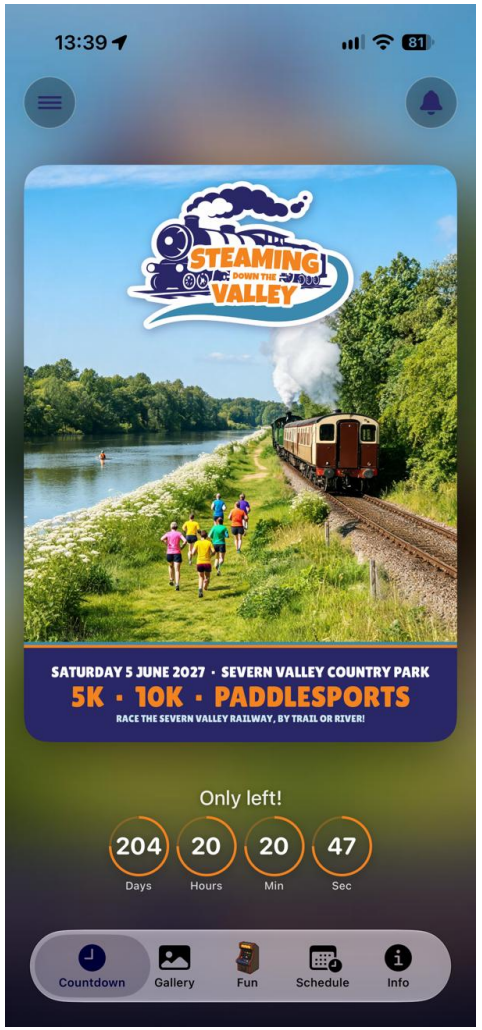
Digital sponsorship complements our wider event partnerships, combining on-the-ground visibility with an interactive experience participants can enjoy beyond race day.

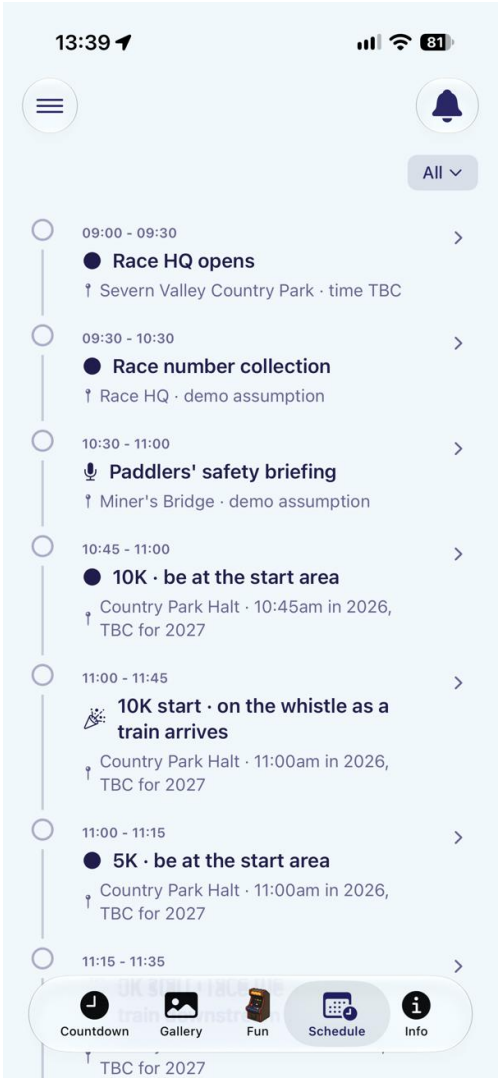
Bespoke mini-game branding
Our in-app mini games feature sponsor branding integrated into the experience, giving participants exposure to your brand before race day even arrives.

In-app brand presence
Every sponsor can feature within our digital event experience, putting their brand alongside essential event information, interactive content and participant updates.

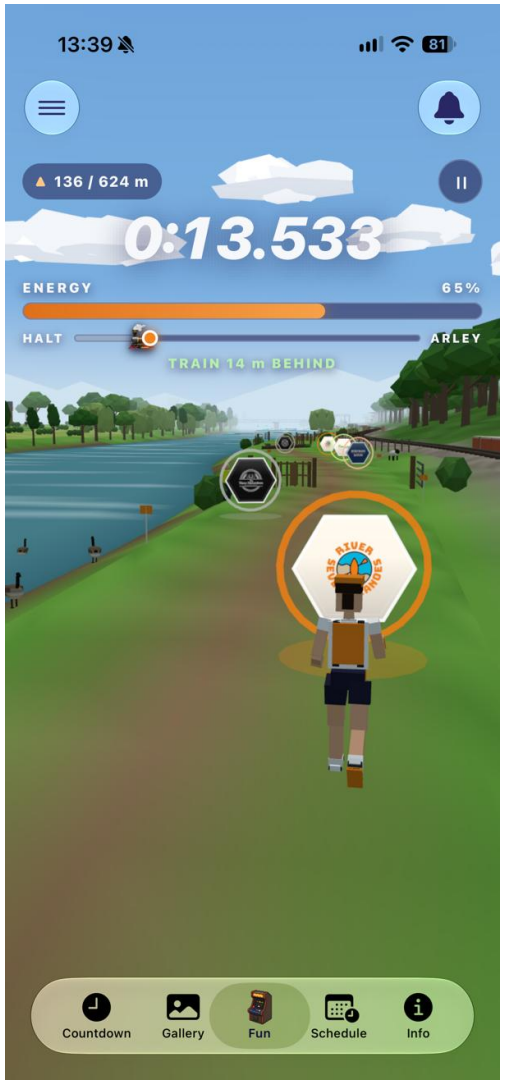
User engagement
Participants can access the companion app in the build-up to race day, creating opportunities for brand engagement weeks or even months before the event.

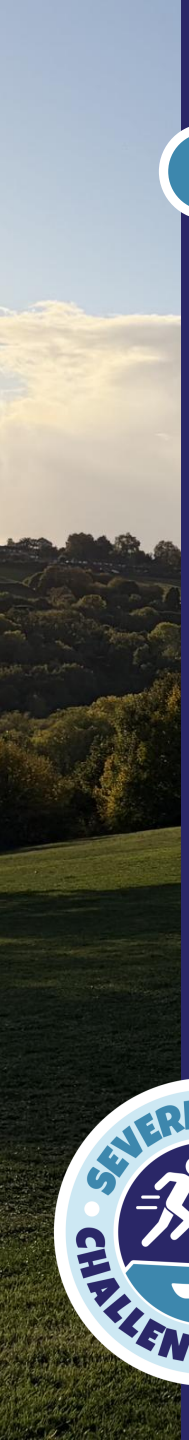
Event companion app: a first look











Branded items

Here are just some of the things within the event experience that we can brand to support sponsorship. We will look after the design and procurement of branded items to ensure consistency of application.

- Event website and online entry platform
- Pre-event and post-event social media promotion
- Race-day branding at start, finish and Race HQ
- Inclusion in digital race communications sent to all participants
- On-the-day PA announcements to runners and spectators
- Event photography and video shared online after race day
- Branded banners, flags and start/finish presence
- Timing chip race number branding
- Medal ribbon branding
- Goody bag branding
- Product sampling or giveaways in runner goody bags
- Social media activations before and after the event

Branded items (examples)

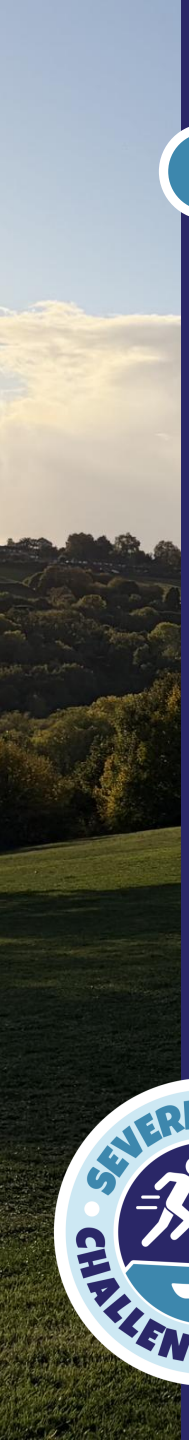








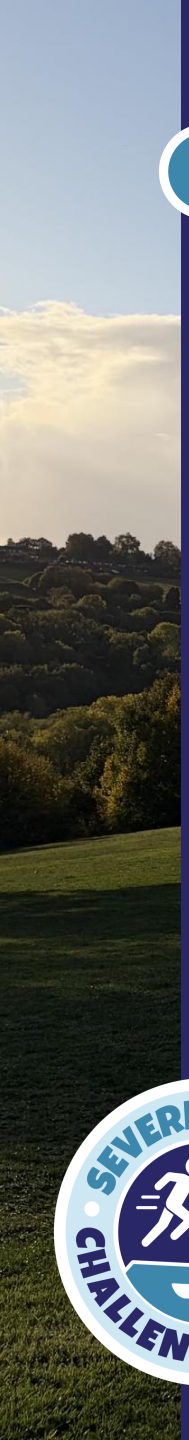
Sponsorship tiers



Bronze tier (£250 per event)

An accessible opportunity for local businesses to support community sporting events while gaining exposure to runners, supporters and the wider Severn Valley community.

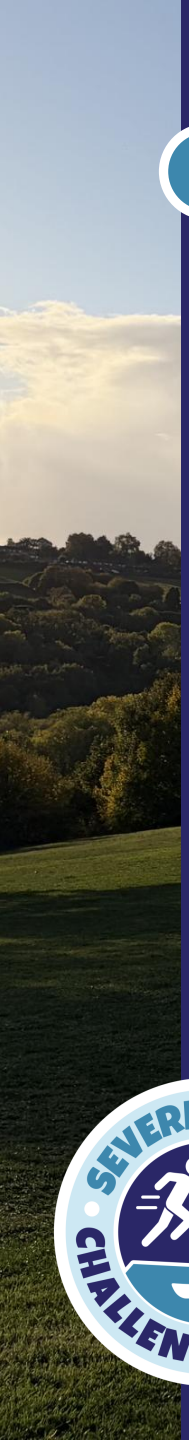
- Inclusion in the sponsors section of the event website
- Mobile app mini-game presence
- Brand presence and sponsorship acknowledgements on social media
- Minor brand presence on race numbers
- Opportunity to include promotional materials or products in runners' goody bags
- Two complimentary race entries per the sponsored event(s)
- Event-day announcements via PA



Silver tier (£500 per event)

Ideal for established local businesses looking for strong brand visibility and an on-the-day presence across our sporting events.

- Secondary position on the sponsors section of the event website
- Secondary brand presence across mobile app
- Brand presence on selected event collateral
- Dedicated social media posts acknowledging sponsorship
- Inclusion in wider sponsor acknowledgement content
- Branded presence at Race HQ (pop-up banner or flag)
- Brand presence on selected start/finish signage
- Opportunity to include promotional materials or products in runners' goody bags
- Presence on race numbers
- Three complimentary race entries per the sponsored event(s)
- Event-day announcements via PA

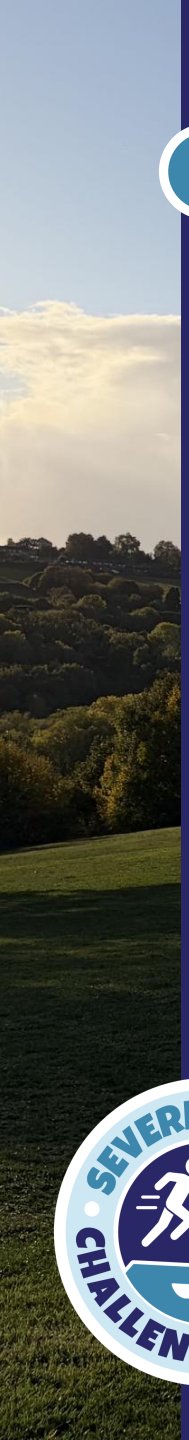


Gold tier (£1,000 per event)

One lead sponsorship opportunity available per event.

Our premium sponsorship package offers prominent brand positioning and association with SVC Events, with extensive visibility across promotional channels and on race day.

- Lead sponsor recognition across the selected event(s), with title sponsorship opportunities by agreement
- Primary presence across event companion app
- Principal position on the sponsors section of the event website
- Priority logo placement on selected event collateral and promotional materials
- Dedicated social media features and sponsorship acknowledgements
- Lead brand presence across race numbers, goody bags and medal ribbon
- Prominent branded banners and signage at start/finish areas
- Priority brand presence at Race HQ
- Sponsor acknowledgements in participant communications
- Five complimentary race entries per the sponsored event(s)
- Event-day announcements via PA
- Category exclusivity, subject to agreement



Event partners

We're keen to work with businesses that can provide products, equipment or services to support our events and enhance the participant experience.

Whether that's a drinks supplier providing on-course or finish-line hydration, a local business contributing goody bag products or a company supplying equipment, printing or specialist services, there are plenty of opportunities to get involved.

In return, Event Partners can benefit from tailored recognition through event websites, mobile companion app, social media, participant communications and race-day activity.

We'll agree each partnership individually, reflecting the nature and value of the contribution.

SEVERN VALLEY TRAIL RUN

Sunday 25 April

SEVERN VALLEY CHALLENGE EVENTS

Thank you

William Lloyd
wtlloyd27@gmail.com
svc-events.co.uk
07805 917202

STEAMING DOWN THE VALLEY

Saturday 5 June