



Sponsorship Proposal

LEICESTER ATHLETICS PROGRAMME

Want to build your corporate
social responsibility?

Support the health and
wellbeing of local children



Contact

Phone 0116 249 1032

Website www.inspiretogether.org.uk

Email inspiretogether@crownhills.leicester.sch.uk

Address Crown Hills Community College, Gwendolen Road, Leicester LE5 5FT

About Us



Inspire Together provide health, wellbeing and physical activity opportunities to young people across Leicester. Our vision is that every young person enjoys being active, so they have the long-term benefits of a healthy, happy, lifestyle. Our mission is to provide health, wellbeing and physical activity opportunities to inspire the young people of Leicester and give them the knowledge they need to lead a healthier, happier future.



We are the go-to organisation in Leicester for expert knowledge and delivery on physical education, physical activity and health and wellbeing, supporting a network of Primary School PE Leads, Secondary School Heads of PE & Special School PE staff.



Inspire Together are a not-for-profit organisation rebranded in 2022 to better represent the breadth of our work supporting the wellbeing of children & young people.

We have a big focus on health and wellbeing and work with families in the wider community. Promoting the minimum of 60 minutes of physical activity per day for children.

Introduction to our Athletics Programme

Our Athletics programme covers Indoor and Outdoor Athletics. Our Indoor Athletics events focus on the Sportshall Athletics programme, and our outdoor programme covers both track and field events at Saffron Lane Athletics Stadium. We also deliver multiple Cross Country events throughout the year.

These events have been running in Leicester for over 20 years and have a huge impact on the young people that take part. Every year thousands of young people from primary, secondary and special schools attend one or more of the variety of events in our athletics programme. Due to the deprivation in Leicester City these young people wouldn't often get the opportunity to compete at this level.

Inspire Together run several events that fall under their athletics programme. These include:

1. Primary Athletics Competition for all Leicester Schools
2. Secondary Athletics Competition for Leicester Schools
3. Primary Indoor Sportshall Athletics Competition for Leicester Schools
4. Secondary Indoor Sportshall Athletics Competition for Leicester Schools
5. Primary Disability Sportshall Athletics Competition for Leicester Schools
6. Secondary Disability Sportshall Athletics Competition for Leicester Schools
7. Secondary Disability Sportshall Athletics Competition for Leicester Schools
8. Cross Country Festival (x2) for Leicester, Leicestershire and Rutland Schools
9. Cross Country Qualifier event for Leicester, Leicestershire and Rutland Schools
10. Primary Disability Cross Country Festival for East and West Leicester City Schools

Due to the lack of funding and rising venue costs it is becoming increasingly difficult for Inspire Together to run these events. Our aim is to get sponsorship for some of, or all of the events so we can continue to run these events for thousands more young people in the future.

Number of Participants in the 23/24 Academic Year

Leicester School Athletics Programmes							
	Number of Schools engaged	Number of Boys engaged	Number of Girls engaged	Number of BAME young people	Number of SEND young people	Number of young leaders involved	
Primary	168	2,712	2,751	2,652	608	131	
Secondary	18	740	804	756	130	12	
Special Schools	10	224	124	88	348	120	
Total	196	3,676	3,679	3,496	1,086	263	12,396

The number of young people and families you will reach if you become the sponsor of the Athletics Programme.

Impact of the Athletics Programme

The extensive Athletics programme has a huge impact on the young people involved and any sponsorship would help to future proof the programme and ensure that young people will continue to have these positive experiences with sport and physical activity.

Impact for the young people competing:

- They get high-quality opportunities to compete.
- It contributes towards young people's 60 minutes of moderate/vigorous physical activity recommended for children by the World Health Organisation.
- It allows for physical and mental skill development.
- It helps to develop transferable skills such as communication, resilience and teamwork through being part of a team and a fast paced sport.
- It helps to improve young people's mental health as it is an escape to take part in sports competitions outside of school.
- We provide links to local clubs to give young people the opportunity to continue in the sport.
- Young people feel the pride representing themselves and their schools.
- They have the opportunity to progress to county, regional and national school finals.
- They have the opportunity to compete at high quality facilities that they wouldn't get at their own school.

Impact for young leaders:

- Help to develop transferable skills such as communication, tolerance, resilience, adaptability.
- Develops skills needed to be an official through an England Athletics training course which they could progress to support community sport.
- Creates opportunity to learn in a fast paced environment.
- Allows the young people to be independent, grow in confidence and believe in themselves.

Sportshall Athletics

What is it?

Sportshall Athletics is an indoor form of track and field for children between the ages of 4 and 16. It was created to provide a safe and warm environment for young athletes to train during the cold and dark winter months. We run competitive events for children from the East and West of Leicester City in primary, secondary and special schools. This even gives children the chance to compete and represent their school and to be the County champions. What the students gain from this event is much more than a medal and trophy, For some it is an experience they would not have if we could not provide it for them.

Impact on the children

We always love engaging new children from our member primary schools. One school signed up for the Sportshall Athletics competition for the first time and brought a group of children who had never been to a competition before. The children were nervous when they arrived and understandably apprehensive. This school is based in the centre of Leicester City and often has children new to the country enrol. Therefore these children don't get the opportunity to attend extra curricular clubs or sports clubs. They joined in the event and enjoyed cheering one another on. Afterwards they exclaimed "We've had the best day ever!" "I can't believe I've been chosen to come to this competition". Giving these children the experiences that they wouldn't otherwise get is why we run the events and why we need sponsorship in order to futureproof them for the next generation.



Outdoor Athletics

What is it?

Our athletics events attract thousands of young people from schools all over Leicester. We hold Primary East and West Leicester City competitions and Secondary East and West Leicester City competitions. Young people get the chance to compete in track and field events throughout the day at Saffron Lane Athletics Stadium. This event then leads onto the selected qualifiers attending a Leicester City Quadkids event followed by the winners representing Leicester City at the County finals. For the secondary schools athletes will be selected to represent East and West Leicester City at the County Championships followed by the opportunity to qualify for English Schools where they will represent Leicestershire - and could be scouted for national competitions.



Impact on the children

These athletics competitions are the journey of many Olympians and why we strive to inspire all children of Leicester.

As the schools who attend our events are often in deprived areas of Leicester, these competitions give children opportunities they may not otherwise have. It exposes them to something new and many of them find a new passion and continue with athletics by attending clubs and potentially go into a sporting career!



Disability Athletics

What is it?

Our disability athletics events offer the young people of Leicester, Leicestershire & Rutland with special educational needs and disabilities (SEND) the opportunity to take part in athletics. Any sponsor of our athletics events would have their logo/branding on all communication to parents (letters, certificates etc). Their logo/branding on all banners and flags on the day for the young people, their parents and teachers to see.

Disability Sportshall Athletics is an indoor form of a track & field and is modified for young people with physical and/or learning disabilities. Each activity can be adapted to ensure ALL young people are able to compete at an equal level.

Impact on the children

Due to the nature of this event, we have children attending with a range of disabilities. It is truly heart warming to see their faces when they realise they are able to take part in lots of different sporting activities but also meeting other children like them. Lots of them try athletics for the first time in their lives.





Cross Country

What is it?

Our 3 Cross Country events are some of our biggest events of the year as it sees nearly 1000 young people aged 7-11 taking part per event. We hold 2 festival events with a third qualifier event selecting those who progress to the county finals and if selected onto national finals to represent Leicestershire. This is a huge city wide event which always attracts many spectators such as parents, clubs and the local community, a great opportunity for your branding to be advertised.

Impact on the children

One Year 5 girl attended our Cross Country Qualifying event for the first time after her teacher saw potential in her. She had never done Cross Country or long distance running before as she wasn't able to attend a running club due to her circumstances. She ended up coming 5th overall at our qualifying event meaning she went on to compete at the regional finals! Without our event she would have never got the opportunity to go to a regional final and compete against children who go to weekly running clubs. She was inspired to carry on with her running.



Benefits for Sponsor

Sponsors can expect to receive the below benefits if they decide to sponsor the running costs of one or more of our Athletics events. Further benefits can be discussed.

First Benefit

Your company logo displayed on the homepage of our website.

Second Benefit

Termly write ups on your contribution to the Athletics programme in our weekly updates which go out to over 500 contacts across Leicester City.

Third Benefit

Your logo will be displayed on our weekly updates which go out to over 500 contacts across Leicester City.

Fourth Benefit

Your company mentioned in press releases to local media about the Athletics Programme.

Fifth Benefit

High exposure for your company at our event days. Your logo will be displayed on banners, flags and t-shirts at a highly attended event by young people, staff, partners and parents.

Sixth Benefit

Write up in our newsletters which go out to over 500 contacts across Leicester City

Seventh Benefit

Up to 15 posts on our social media pages.





Thank you!
Hope you are
interested!

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