

CATERAN YOMP

BY THE ARMY BENEVOLENT FUND

SPONSORED BY **babcock**

SPONSORSHIP OPPORTUNITIES



THE BIGGEST
EVENT OF
ITS KIND
IN SCOTLAND

8-9
JUNE
2024

SUPPORT
THE ARMY
FAMILY

TAKE ON THE BEST
TAKE ON THE YOMP



UNITE TO
SUPPORT OUR
SOLDIERS

Army
Benevolent
Fund

PRIDE OF SCOTLAND

The Cateran Yomp is the biggest, toughest event of its kind. Every year, more than 1,000 Yompers gather in the Scottish wilderness to battle through the foothills of the Cairngorm Mountains, walking continuously for 22, 36 or 54 miles over 24 hours. Based on an infamous long-distance military training march, it takes every ounce of grit participants possess. And every single step helps our mission: to be there for soldiers, for veterans, for their families. For life.



EVENT FORMAT

- There are three checkpoints and seven waterstops along the route where teams are refuelled with hot food, snacks and drinks, can get a massage, and have access to the highest quality medical and marshal support.
- From the Friday night Pasta Party to the Gold finish line, the Yomp weekend features activations and surprises for everyone involved.
- From registration right through to the finish line, participants receive exceptional support and resources including: participant packs, training plans, event t-shirt, goody bag, finisher's medal and much more.
- We work with companies to help deliver brand awareness, employee engagement and achieve their CSR objectives.



"Superbly organised event for a fantastic cause that challenges your resolve to the limit. It's fun and there is beautiful scenery"

Graham Kite

ABOUT THE ARMY BENEVOLENT FUND

Army Benevolent Fund

We exist to ensure that every soldier and veteran of the British Army, and their immediate families, are afforded the independence and dignity they deserve.

Since we were established in 1944, we have worked with veterans of every conflict. We're here for the 'long haul' - for all future generations of soldiers and their dependants whenever they are in need.

We support individuals, families and a wide range of specialist organisations that sustain the British Army 'family', both at home and around the world.

We are one of the largest funders in the military charity sector, supporting 70,000 people in 48 countries and funding 74 organisations last year.

Here are some key statistics from 2022-23 that demonstrate the huge variety and scope of our work in the last year.



OUR PREVIOUS SPONSORS

ORGANISATIONS WHO HAVE PARTNERED WITH US



BLACKROCK



Sainsbury's



JOHN LEWIS & PARTNERS



ORACLE



We spent £9m supporting 70,000 members of the Army family



The youngest person we supported was seven months old, the eldest was 103



We have supported the Army family all over the world - in 48 countries this year



We spend around £54,000 a week on grants to individuals



Around 16% of the grants we made to other charities benefited the serving Army



We funded 74 other charities and organisations that provide support for the Army family

HOW YOUR SUPPORT IMPACTS THE SCOTTISH COMMUNITY

Since its creation, The CATERAN Yomp has raised over £4m for soldiers, veterans and their families. It is the flagship event of the Army Benevolent Fund - the Army's national charity.

At the yomp this year, we are aiming to raise £20 0,000 in sponsorship to support organisations like Erskine Homes.

A grant of £150,000 from the Army Benevolent Fund has been awarded to Erskine Homes in FY 22/23, and will cover the cost of providing high quality nursing, dementia and palliative care to 75 army veterans at the Home in Bishopton for 12 months.

CASE STUDY

Iain (right) served in the Army Catering Corps for four years. He has taken part in the Yomp twice, and has volunteered once since 2018, so knows exactly what you are all facing, and the points along the route you'll most need a pick-me-up!

Iain has a really touching story – after an unprovoked assault he couldn't work while he was recovering and hit some financial troubles. The Army Benevolent Fund, partnered with other organisations, stepped in to help. He then had a knee replacement and needed a goal to aid his recovery – enter The CATERAN Yomp, which also gave him a chance to give back to the charity that supported him.

He has described the Yomp as one of the best experiences of his life – with the highlight of everyone helping everyone. His advice for fundraising is to listen to the ambassadors, whose stories will speak for themselves. [You can find stories on our website]

Iain says “I had no idea what I was heading into in 2018. What I found was a family who look after family. My proudest moment was my son (RAF Regiment) crossing the line with his dad.”

In the last Financial Year we spent £960,000 on grants in Scotland, supporting 3,367 individuals. This includes grants to individuals and to organisations to deliver services in Scotland on our behalf.



“Fun, challenging and exhausting... a great experience for the ING team to get away from London for the weekend. The CATERAN Yomp was a fantastic event, which pushed the team to its limits!”

**Matthew Glen
Associate, ING Bank**

BENEFITS AND VALUES

SPONSORSHIP OF THE CATERAN YOMP GIVES YOUR BRAND THE OPPORTUNITY TO ALIGN WITH AN OUTSTANDING MILITARY CHALLENGE EPITOMISING COMMUNITY SPIRIT, WHILST ALSO BENEFITING FROM:

Brand Awareness

Opportunity to promote your brand to a community of more than 5,000 passionate Yompers with coverage across Scotland and the rest of the UK in the build up to, and over the event weekend.

Inspiring Content

Integration with the Yomp will provide your brand with truly unique and emotive content to promote online.

CSR

Present your brand's commitment to making a positive difference within society and promote community spirit.

Employee Engagement

Unique team building experience for employees to galvanise the workforce.

Showcase Products and Services

The Yomp provides multiple opportunities to promote products including event-wide sampling and promotion.

KEY STATISTICS AND OPPORTUNITIES

PROMOTE YOUR BRAND TO OUR AUDIENCE.

OVER
£4.4M
RAISED

WE HAVE
WELCOMED OVER
10,000
PARTICIPANTS

OVER 1/3 OF
PARTICIPANTS
WERE FROM
SCOTLAND

49%
OF PARTICIPANTS ARE
FROM THE MILITARY
COMMUNITY

MEDIA

We run an extensive marketing and promotional campaign across Scotland and the rest of the UK including a media partnership with The Courier newspaper.

THE COURIER
Local Matters

GLOBAL REACH OF
20.4
MILLION

  
OUR DIGITAL ADVERTISING
CAMPAIGN REACHED
1.56 MILLION
IN 2022



SPONSORSHIP LEVELS	HEADLINE	CHECKPOINT	T-SHIRT SPONSOR	WATERSTOP	TIMING CHIP SPONSOR	PARTICIPANT NUMBER SPONSOR	ROUTE MAP SPONSOR	GOODY BAG SPONSOR
COST	SOLD	£30,000	£15,000	£10,000	£7,500	£5,000	£4,000	£3,000
NUMBER OF PACKAGES AVAILABLE	1	3	1	7	1	1	1	1

GENERAL: RIGHTS & MARKS								
• Naming rights sponsorship of The Cateran Yomp	✓							
• Composite logo	✓							
• Credit and logo as the sponsor in all print	Headline sponsor	Checkpoint sponsor	T-Shirt sponsor	Waterstop sponsor	Timing chip sponsor	Participant no. sponsor	Route map sponsor	Goody bag sponsor
• License to use event logo & images for sponsor’s promotion, advertising and other activities	✓	✓	✓	✓	✓	✓	✓	✓
• Press release distributed by the Army Benevolent Fund including quotes from the sponsor	✓	✓						
• Presentation about the event at sponsor’s workplace	✓							

MARKETING & PROMOTION								
• Mention and promotion on the Army Benevolent Fund social media channels	✓	✓	✓	✓	✓	✓	✓	✓
• Branding in promotional video	✓	✓	✓	✓				
• Logo placement in all Yomp eNewsletters	✓	✓						
• Feature and logo placement in e-shots sent to Cateran Yomp database & past participants (10,000+)	✓							
• Interview in promotional video about involvement	✓							
• Feature in one eNewsletter to the wider Army Benevolent Fund database	✓							

PARTICIPANT CORRESPONDENCE								
• Add bespoke content to eNewsletters and physical mailings	✓	✓						
• Dedicated email to participants	✓	✓						
• Opportunity to include sponsor-relevant questions to participants post event	✓							

SPONSORSHIP LEVELS CONTUNIED	HEADLINE <div>SOLD</div>	CHECKPOINT	T-SHIRT SPONSOR	WATERSTOP	TIMING CHIP SPONSOR	PARTICIPANT NUMBER SPONSOR	ROUTE MAP SPONSOR	GOODY BAG SPONSOR
COST		£30,000	£15,000	£10,000	£7,500	£5,000	£4,000	£3,000
NUMBER OF PACKAGES AVAILABLE	1	3	1	7	1	1	1	1

PARTICIPANT FUNDRAISING								
• Opportunity to provide fundraising incentives	✓	✓	✓	✓	✓	✓	✓	✓
• Logo on Fundraising certificate	✓							

WEBSITE								
• Logo placement and link to sponsor’s website on CATERAN YOMP webpage	✓	✓	✓	✓	✓	✓	✓	✓
• Bespoke section or article on CATERAN YOMP webpage	✓	✓						
• Dedicated webpage with sponsor’s profile on main charity webpage	✓							

FRIDAY NIGHT FEAST								
• Reserved area for company participants at the pre-event pasta party	✓	✓						
• Opportunity to present and thank everyone	✓							

DURING YOMP								
• Branding and inclusion of goods to be inserted into all goody bags	✓	✓	✓	✓	✓	✓	✓	✓
• Sole branding on collateral given to participants	Medal & composite logo		T-shirts		Timing chip	Participant numbers	Route map	Goody bag
• Take over of a specific area at the event	Event hub	Checkpoint		Waterstop	Timing tent			
• Employee engagement opportunity to volunteer across the Yomp weekend	✓	✓	✓	✓				
• Dedicated areas to carry out on-site leverage activities including sampling & product sales	✓	✓		✓				
• Opportunity to add bespoke activities along the route	✓							
• Sponsor feature in programme	✓							
• Advert in the programme	Full page	Full page	Full page	Full page	Full page	Half page	Half page	Half page
• Logo placement and thank you on sponsors page within the programme	✓	✓	✓	✓	✓	✓	✓	✓
• Complimentary places to the event	12	10	8	6	3	3	3	

POST YOMP								
• Invitation to attend a Royal Gun Salute at Edinburgh Castle including lunch in the Officers’ Mess for four guests	✓							

CATERAN YOMP

BY THE ARMY BENEVOLENT FUND

SPONSORED BY **babcock**

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THIS EVENT IS RUN BY AND SUPPORTS

**Army
Benevolent
Fund**

ABF Army Benevolent Fund is a registered charity in England and Wales (1146420) and Scotland (SC039189) and registered as a company limited by guarantee in England and Wales (07974609).



**TAKE ON THE BEST
TAKE ON THE YOMP**

THE COURIER
Local Matters

TRUE GRIT
events

