

THE
FRONTLINE
WALK



My
FRONTLINE
WALK



THREE-YEAR SPONSORSHIP OPPORTUNITY



ABF

THE SOLDIERS'

CHARITY

The Army's National Charity

INTRODUCTION TO THE FRONTLINE WALK & MY FRONTLINE WALK

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The Frontline Walk was created in 2014, to mark the centenary of the First World War. It was a 100km walk across the battlefields of WWI. This was the 'Western Front' walk. In 2019 it expanded to include the 'Normandy Beaches' walk – a 100km trek across Utah, Omaha, Juno, Sword and Gold beaches, commemorating the soldiers of WWII.

For 2023 it is expanding again to include the Pyrenees Escape Route. This challenging trek follows a World War Two escape route used by thousands of allied servicemen and Jewish refugees, taking you high into the Pyrenees mountains.

An incredibly personal experience, participants walked in memory of family members, regimental ancestors or soldiers from their local area.

My Frontline Walk was created in 2018 (originally called The Virtual Frontline Walk), following the success of The Frontline Walk. It allowed anyone to take part and commemorate the First and the Second World War and support The Soldiers' Charity, without the commitment of a high fundraising target or a strenuous activity which required a large amount of training and five days in France.

It is a personal challenge which sees participants walk a total of 100km, anywhere in the world between 1st October and 11th November. We encouraged participants to research their local areas, and plan walks involving as many of their local war memorials and cemeteries as possible.

As the Army's national charity, the welfare of soldiers, veterans and their immediate families has always been at the heart of everything we do.

In the past year, we have supported around 65,000 members of the Army family in 48 countries across the globe.

We also provide essential funding to other charities and organisations to enable them to deliver specialist services on our behalf.

By supporting us, you truly do support the whole Army family.



“A must do for anyone interested in military history, who is up for a challenge and wants to support a military charity. ABF The Soldiers’ Charity is certainly a worthy cause for your fundraising.”

Yvonne Wright FLW 2021

“The Normandy Beaches Walk was an incredible experience in the company of like-minded walkers and an emotional rollercoaster as we heard the history of the beaches and the stories from the D Day landings. The distance was a challenge but so worth it. A truly rewarding experience.”

Yvette Cooke FLW 2022



ACCESS A GROWING AUDIENCE BY SPONSORING THE FRONTLINE WALK AND MY FRONTLINE WALK

Beginning in 2014, The Frontline Walk has grown year on year. We began with just 35 people and regularly have to cap participation in each walk.

Many participants take part because they have a link to the First or Second World Wars and want to commemorate the actions of family members. Others join in because of local or regimental connections, or they simply they want to participate in an outdoor, historical adventure while supporting ABF The Soldiers' Charity - the Army's national charity.

By partnering with ABF The Soldiers' charity and sponsoring The Frontline Walk and My Frontline Walk, your organisation will have the opportunity to benefit from the following:

SUPPORTING THE BRITISH ARMY

A chance to demonstrate your company's commitment to supporting our soldiers, veterans and their families in times of need.

TEAM BUILDING

Unique team building experience for employees to galvanise the workforce.

PROMOTE HEALTH & FITNESS

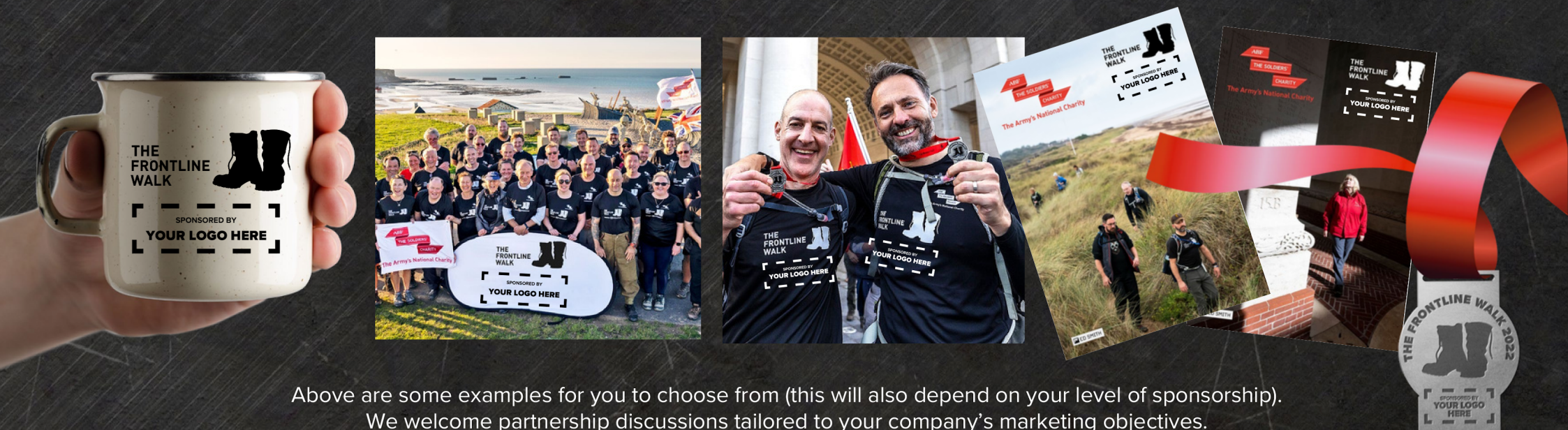
Fun and challenging way to promote health and fitness in the outdoors within your company and further afield.

BRAND AWARENESS

Be a part of an extensive event-related marketing campaign and benefit from year round promotion with our 3 year sponsorship opportunity.

SHOWCASE PRODUCTS AND SERVICES

Opportunities to showcase products and services, including event-wide sampling and promotion.



Above are some examples for you to choose from (this will also depend on your level of sponsorship). We welcome partnership discussions tailored to your company's marketing objectives.

OUR AUDIENCE AND STATISTICS

STATISTICS FROM PREVIOUS WALKS

THE FRONTLINE WALK



The Frontline Walk brings together people from all over the UK

My FRONTLINE WALK



My Frontline Walk reaches worldwide, with participants from Australia, Canada, Denmark, Germany, Italy, New Zealand, Spain, Switzerland, The Netherlands and the USA.

Age Range:

Oldest: 80 | Youngest: 18 | Average: 51

Gender:

♂ 74% | ♀ 26%

Age Range:

Oldest: 79 | Youngest: 11 | Average: 47

Gender:



♂ 46% | ♀ 54%

MARKETING AND PROMOTION



An marketing campaign was implemented to promote The Frontline Walk and My Frontline Walk.

Website statistics 2022:

The Frontline Walk


 Users: 52,916
 Page views: 76,853

My Frontline walk


 Users: 10,868
 Page views: 19,727

Facebook campaign 2022:

The Frontline Walk

 Reach: 977,167
Link clicks: 37,285
Video plays: 157,641

My Frontline Walk

 Reach: 901,454
Link clicks: 15,611
Video plays: 168,021



Our Magazine, Frontline, is distributed each December to a database of over 15,000 people.

The charity's event guide will also be sent to 15,000 people at the beginning of 2024.



There is an opportunity to include some personal stories from your company in both Frontline and the event guide, as well as the programme produced for each walk.

SPONSORSHIP LEVELS

The Frontline Walk and My Frontline Walk present a range of opportunities for you and your company. Please see below details of different packages available and take advantage of our 3 year sponsorship benefits.

BENEFITS

HEADLINE SPONSOR

£30,000 PER YEAR OR £80,000 FOR A FOR A 3 YEAR SPONSORSHIP DEAL

MAJOR SPONSOR

£15,000 PER YEAR OR £40,000 FOR A FOR A 3 YEAR SPONSORSHIP DEAL

ASSOCIATE SPONSOR

£5,000 PER YEAR OR £12,500 FOR A FOR A 3 YEAR SPONSORSHIP DEAL

General: Rights & Marks

- Credit and Logo as 'Headline Sponsor' on all marketing and promotional materials associated with the event & My Frontline Walk
- License to use event logo and images for sponsor's promotion, advertising and other activities

- Credit and Logo as 'Major Sponsor' on all marketing and promotional materials associated with the event
- License to use event logo and images for sponsor's promotion, advertising and other activities

- Credit and Logo as 'Associate Sponsor' on all marketing and promotional materials associated with the event
- License to use event logo and images for sponsor's promotion, advertising and other activities

On-Site Promotion/Branding

- Full page in event guide; logo placement and thank you on sponsor page
- Option to have your branding on vehicles, lunch marquees, medals, T-Shirts, mugs, patches

- Half Page in event guide; logo placement and thank you on sponsor page
- Your branding on one of our chosen merchandise – T-shirt, Mug, or Patches

- Half Page in event guide; logo placement and thank you on sponsor page

Marketing & Promotion

The Frontline Walk

- Feature and logo in mailings
- Mention in press releases
- Opportunity to present at one dinner at all the walks – as a 'Company name's Celebration meal' night
- Five posts on our social media channels for the duration of the campaign
- One dedicated email to participants
- Three free places to both The Normandy Beaches and The Western Front and two places on The Pyrenees Escape Route

My Frontline Walk:

- Copy to be included in our Newsletters
- Inclusion on the website
- Social media posts
- Branding on medal ribbon/shirts/stickers/mug
- 30 free places on My Frontline Walk

- Feature and logo in mailings
- Opportunity to present one night at a dinner at one of the walks
- Two posts on our social media channels
- Two free places to both The Normandy Beaches and The Western Front and one place on The Pyrenees Escape Route
- 20 free places on My Frontline Walk

- Feature and logo in mailings
- One Branded item to be put in goodie bag
- One social media post
- One free place to one of the overseas walks
- 10 free places on My Frontline Walk

Website

- Logo placement and link to sponsor's website on the sponsors page of the event website (both The Frontline Walk and My Frontline Walk pages)
- Company information on our partnership page of the main ABF The Soldiers' Charity website

- Logo placement and link to sponsor's website on the sponsors page of the event website
- Company information on our partnership page of the main The Soldiers' Charity website

- Logo placement and link to sponsor's website on the sponsors page of the event website

Extras

- Recruit a charity ambassador/Spokesperson for the event
- Beneficiary to engage with walkers and talk about your brand
- Inspirational stories – connect with our motivational ambassadors (tbc)

ABF

THE SOLDIERS'

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The Army's National Charity

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In the past year, we have supported around 65,000 members of the Army family in 48 countries across the globe.

We also provide essential funding to other charities and organisations to enable them to deliver specialist services on our behalf.

By supporting us, you truly do support the whole Army family.

We would like to create a partnership that builds brand awareness for both parties and will give you a platform for showcasing your organisation to a captive audience.

Please contact Hilary Robinson if you have any questions or would like to discuss a tailored sponsorship proposal.

020 7811 3201
hrobinson@soldierscharity.org



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ED SMITH

ABF The Soldiers' Charity 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).



Registered with
FUNDRAISING
REGULATOR



Cobseo
The Confederation
of Service Charities

**SUPPORT US
AND YOU SUPPORT
THE WHOLE ARMY FAMILY**