

Army  
Benevolent  
Fund

THE  
FRONTLINE  
WALK



SPONSORSHIP  
OPPORTUNITIES  
2025-2027





# ARMY BENEVOLENT FUND – MESSAGE FROM OUR CHIEF EXECUTIVE

2024 marked the 80th anniversary of D-Day: the most ambitious military campaign in human history, and one that changed the course of WWII. It also marked the 80th anniversary of the founding of the Army Benevolent Fund, which since 1944 has been here to provide support to soldiers, former soldiers, and their immediate families in times of hardship or need, such that they can live with independence and dignity.

The overall scale, breadth and variety of our support is vast; and, across the years, it has seen us help many hundreds of thousands of the Army family. In so doing, one of our core strengths lies in our ability to adapt to the changing needs of our community, providing assistance in areas such as family welfare, mental wellbeing, employment and training, independent living, elderly care, and housing.

That purpose has not changed since we were founded in 1944 and is enduring. It has allowed us over those 80 years to stand at the forefront of support for the Army family. And it means we will remain at the forefront of that support for the next 80 years.

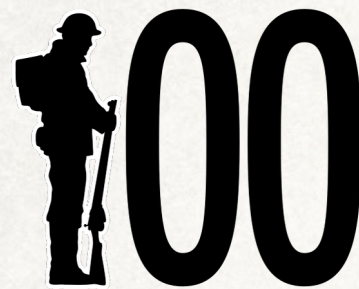
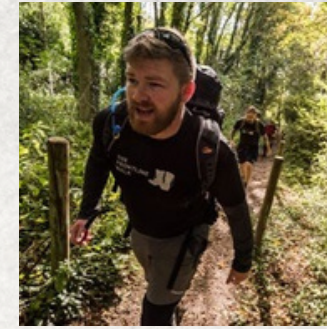
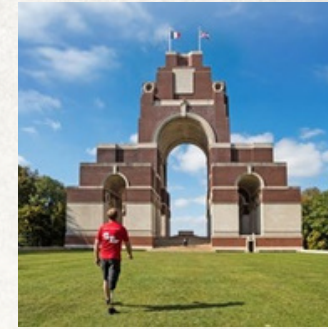
Major General (Ret'd) Tim Hyams CB OBE  
Chief Executive  
Army Benevolent Fund





# THE FRONTLINE WALK EVENT SERIES

The Frontline Walk is more than a hiking challenge. By supporting it, you join our community of like-minded people who share values of courage, discipline, respect, integrity, loyalty, and selfless commitment.



To mark the centenary of the First World War, we wanted to create a unique experience that would commemorate war heroes and support those who have dedicated their lives to serving this country.



The original Frontline Walk – The Western Front – was a 100km walk across the battlefields of WWI, following in the footsteps of those who fought one hundred years before.



My Frontline Walk was created in 2018, following the success of The Frontline Walk. It is a personal challenge where participants walk a total of 100km anywhere in the world between 1st – 30th November.



In 2019, it expanded to include the 'Normandy Beaches' walk – a 100km trek across Utah, Omaha, Juno, Sword, and Gold beaches – commemorating D-Day heroes.



In 2023 we introduced two more events for more seasoned walkers. The Pyrenees Escape Route retraces the 2,500m high path taken by Allied servicemen from France into Spain.



The Wadi Rum Challenge follows in the footsteps of Lawrence of Arabia on an epic 100km walk across dramatic desert scenery ending in the ancient city of Petra.

Between 2025 and 2027, we plan to add three additional walking challenges to our calendar, facilitating up to 350 Frontline Walk fundraisers each year.



# THE FRONTLINE WALK AUDIENCE

The Frontline Walk brings together people from all over the UK. It has grown from just 35 attendees in its first year to a highlight of our calendar, with over 500 walkers participating in physical or virtual events.

Many participants take part because they have a link to the First or Second World Wars. Others join in because of local or regimental connections, or to participate in an outdoor, historical adventure while supporting the ABF.

## STATISTICS



The Frontline Walk brings together people from all over the UK

### Age Range:

Oldest: 80 | Youngest: 18 | Average: 51

### Gender:

♂ 74% | ♀ 26%



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: 79 | Youngest: 11 | Average: 47

### Gender:

♂ 46% | ♀ 54%

## MARKETING AND PROMOTION

A marketing campaign is implemented to promote The Frontline Walk. 2024 reach:



### Facebook

Reach: 220,853  
Link clicks: 862  
Video plays: 647,157



### LinkedIn

Impressions: 153,335  
Clicks: 937  
Video views : 48,862



### ABF Website

Users: 23,259  
Link clicks: 24,370

## Army Benevolent Fund

In FY23/24 we supported over 75,000 members of the Army family through our funding of 86 charities and funded over 3,800 cases through our grants to individual's programme.

We supported members of the Army family in 51 countries.

By sponsoring the Frontline Walk, you are supporting the whole Army family.





# LOOKING INTO THE FUTURE

Over the last 10 years, we've successfully built an incredible community of frontline walkers and fostered genuine camaraderie through not only events but also social media!

With the Frontline Walk family rapidly expanding and the demand for more walks increasing, we are continually developing new ideas. Between 2025 and 2027, we plan to add three additional walking challenges to our calendar.



## THE HOME FRONT



Following the success of the original Frontline Walk and Normandy Beaches edition, we would like to introduce - The Home Front Walk. The route for the walk has been selected to cover 100 kilometres, over a three-day period, travelling from central London south through Surrey and Hampshire towards Portsmouth. This will involve three night's accommodation around Surrey and Portsmouth area.



## CRETE: SEA TO SUMMIT



Embark on a challenging trek across Crete, exploring the Battle of Crete from WWII. This trek features coastal trails, stunning mountains, and traditional villages. The southwest, with its rugged Lefka Ori mountains, gorges, and secluded beaches, is less visited. Learn about the battle's fierce fighting and spend the final day exploring sites with a military expert.



## BORNEO



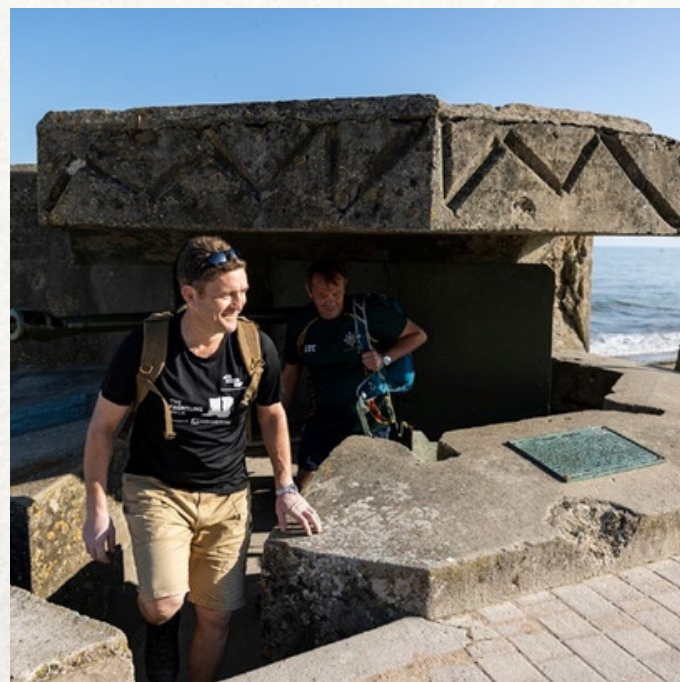
An epic challenge in equatorial Borneo, this very special trek has two phases. We first follow the echoes of the past, trekking along the 'death march' route walked by the brave, heroic and ultimately tragic Australian and British soldiers captured by the Japanese in WWII. We then pay homage to them, and to those who serve today, by digging deep to summit Mount Trusmadi.



# TESTIMONIALS

**We've taken on The Frontline Walk-Western Front twice now, never gets easier, but never gets less enjoyable. You'll go through a host of emotions, from the endless headstones of the Somme, the awesome spectacle of the Vimy Memorial to Passchendaele and the Menin Gate. The people you walk amongst will become friends, some for life. You'll laugh, ache and hurt together, not forgetting a little tippie along the way!"**

Mike Ferris, 2023, The Western Front



**"Lifelong friendships are forged. Very humbling, emotional experience, all raising funds for soldiers for life. An honour to walk in the footsteps of those who paid the ultimate sacrifice. Select that join button, you will not regret it."**

Kaz Windmill, 2021, Normandy Beaches



# THE FRONTLINE WALK – SPONSORSHIP

By partnering with the Army Benevolent Fund and sponsoring The 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.





# SPONSORSHIP LEVELS

The Frontline Walk presents a range of opportunities for you and your company. Here are the details of the packages which are available and take advantage of our 3 year sponsorship deals.

<b>BENEFITS</b>	<b>HEADLINE SPONSOR</b> <b>£40,000 PER YEAR</b> OR £110,000 FOR A 3-YEAR SPONSORSHIP DEAL	<b>MAJOR SPONSOR</b> <b>£20,000 PER YEAR</b> OR £50,000 FOR A 3-YEAR SPONSORSHIP DEAL	<b>JUNIOR SPONSOR</b> <b>£5,000 PER YEAR</b> OR £12,500 FOR A 3-YEAR SPONSORSHIP DEAL
<b>General: Rights &amp; Marks</b>	<ul style="list-style-type: none"> <li>■ Credit and logo as Headline Sponsor on all marketing and promotional material associated with the event</li> <li>■ Licenses to use event branding for your promotion, advertising, and other activities</li> </ul>	<ul style="list-style-type: none"> <li>■ Credit and logo as Major Sponsor on all marketing and promotional material associated with the event</li> <li>■ Licenses to use event branding for your promotion, advertising, and other activities</li> </ul>	<ul style="list-style-type: none"> <li>■ Credit and Logo as 'Junior Sponsor' on all marketing and promotional materials associated with the event</li> <li>■ Licenses to use event branding for your promotion, advertising, and other activities</li> </ul>
<b>On-Site Promotion/ Branding</b>	<ul style="list-style-type: none"> <li>■ Full page in the event booklet with a content of your choice.</li> <li>■ Option to have your branding on T-shirts, medal ribbons, pin badges, mugs, drawstring bags (production deadlines apply).</li> <li>■ Branded item &amp; leaflet to be put in the goodie bag</li> </ul>	<ul style="list-style-type: none"> <li>■ Half page in event booklet with a content of your choice</li> <li>■ Branded item &amp; leaflet to be put in the goodie bag</li> </ul>	<ul style="list-style-type: none"> <li>■ Branded item &amp; leaflet to be put in the goodie bag</li> </ul>
<b>Marketing &amp; Promotion</b>	<ul style="list-style-type: none"> <li>■ Feature and logo in mailings for our marketing campaign</li> <li>■ One dedicated email to our participants</li> <li>■ Mention in press releases</li> <li>■ Mention in welcome pack/email</li> <li>■ Six posts on the dedicated Frontline Walk Facebook group and six posts on our social media channels in the build-up, during and after the campaign</li> <li>■ Opportunity to present at a dinner on both walks</li> <li>■ Opportunity for a 2-minute video of thanks from sponsor to be sent to all participants via email link</li> </ul>	<ul style="list-style-type: none"> <li>■ Feature and logo in mailings for our marketing campaign</li> <li>■ Mention in welcome pack/email</li> <li>■ Four posts on the dedicated Frontline Walk Facebook group and four posts on our social media channels in the build-up, during and after the campaign</li> </ul>	<ul style="list-style-type: none"> <li>■ Mention in welcome pack/email</li> <li>■ Two posts on the dedicated The Frontline Walk Facebook group and two posts on our social media channels in the build-up, during and after the campaign</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>■ Four free places to each Normandy Beaches and Western Front walks.</li> <li>■ One place to each Crete-Sea to Summit walk and Borneo - Sandakan March walk</li> </ul>	<ul style="list-style-type: none"> <li>■ Two free places to each Normandy Beaches and Western Front walks.</li> </ul>	<ul style="list-style-type: none"> <li>■ One free place to each Normandy Beaches and Western Front walks.</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>■ Logo placement and link to your website on The Frontline Walk page</li> <li>■ Company information on our partnership page of the main ABF website</li> </ul>	<ul style="list-style-type: none"> <li>■ Logo placement and link to your website on The Frontline Walk page</li> </ul>	<ul style="list-style-type: none"> <li>■ Logo placement and link to your website on The Frontline Walk page</li> </ul>



# CONTACT DETAILS

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.

To find out more, please get in touch with **Katy Wildman**  
Sponsorship Manager  
T. 020 7811 3235  
E. [kwildman@armybenevolentfund.org](mailto:kwildman@armybenevolentfund.org)

## Army Benevolent Fund

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 75,000 members of the Army family in 51 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 support the whole Army family.



**For Soldiers. For Life.**

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).

