



RUN KIDS RUN

SPONSORSHIP PACKAGES 2026

OVERVIEW

Run Kids Run (RKR) is a social impact initiative connecting the real estate sector with local primary schools to help address the growing funding gap in state education. Through inclusive running events, we raise vital funds that support enrichment, wellbeing and facilities in disadvantaged school communities across London.

WHY IT MATTERS

State primary schools have faced sustained underfunding for more than a decade. Rising costs and increasing demand for wellbeing support have reduced what schools can provide beyond the core curriculum.

For schools serving disadvantaged communities, enrichment activities such as sports, arts, trips and targeted support are often the first to be cut, despite their proven impact on confidence, wellbeing and outcomes.

Run Kids Run directs private sector funding to schools that need it most, helping bridge this gap in a practical, transparent way.



ABOUT

Founded in 2018 with one school in Islington, Run Kids Run now supports 66 schools across ten boroughs including: Camden, Islington, Hackney, Lambeth, Newham, Southwark, Tower Hamlets, Waltham Forest, Wandsworth and Westminster.

HOW THE FUNDING WORKS

Corporate sponsorship is central to Run Kids Run.

Sponsor Grant

Each participating school receives a £5,000 grant, funded by sponsors. Schools use this to deliver a defined project that benefits the whole school community.

Community Fundraising

In addition, pupils raise further funds through sponsorship from friends and family, strengthening community engagement and ownership of the event.

WHAT THE FUNDS SUPPORT

Funds are used for projects such as:

- **Infrastructure** – Libraries and reading spaces, sensory rooms and playgrounds, IT and PE equipment, or educational software.
- **Enrichment** - Wellbeing and mental health programmes, school trips and residentials, sports and arts clubs.

The funds may not be used for routine maintenance. Schools commit to reporting on outcomes, and all sponsors receive the Run Kids Run's annual Impact Report.

SPONSORSHIP PACKAGES

All Sponsors receive the following:

- Logo across all event communication including digital, print and social media.
- On site branding at events
- Opportunity to partner with a participating school
- Staff volunteering and participation opportunities
- Inclusion in the annual impact report

Headline Sponsor - £18,000+

- Exclusive branding on running bibs.
- Speaking slot at event opening
- Bespoke social media content before and after the event

Gold Sponsor - £12,000

- Bespoke social media content before and after the event

Silver Sponsor - £6,000

Bronze Sponsor - £3,000

EVENT DELIVERY

Each packages includes a contribution towards essential event delivery costs, averaging £5,000 per event. These cover insurance, venue hire, equipment, first aid, professional coaches, medals and snacks.

We are committed to high quality delivery, strong pass -through rates to schools and low overall costs.