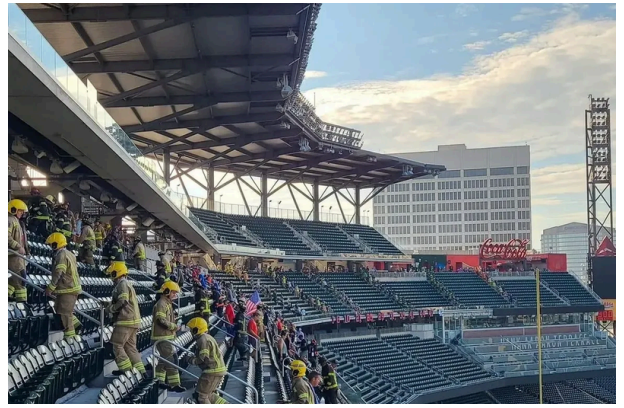


MEMORIAL STAIR CLIMB UK & IRELAND

Sponsorship & Partnership Opportunities 2026

Who We Are



Memorial Stair Climb UK & Ireland is a Community Interest Company (CIC) delivering internationally recognised stair climb events that honour fallen firefighters, promote firefighter wellbeing, and advance operational fitness and safety.

In 2026, we will lead a UK & Ireland delegation to Atlanta for the Terry Farrell Stair Climb, marking 25 years since 9/11 and commemorating the 343 firefighters who died in the line of duty following the terrorist attacks.

Our Mission

- Remembrance: Honour the 343 and those who continue to serve
- Wellbeing: Promote physical and mental resilience in firefighters
- Progression: Advance firefighter fitness, PPE performance, and recovery
- Legacy: Generate lasting benefit through charity funding and research

Charities We Support

- The Firefighters' Charity (UK)
- The Terry Farrell Firefighters Fund (USA)

All surplus funds raised directly support firefighter health, rehabilitation, and long-term wellbeing.

2026 Events Programme

Sponsors can engage across **three high-profile events**:

- **Fulham Football Club Stair Climb – 8 February 2026 (UK)**
- **Southampton Football Club Stair Climb – 11 July 2026 (UK)**
- **Terry Jewell Stair Climb – Atlanta, USA September TBC (2026)**

Each event attracts firefighters, emergency services, academia, industry partners, and media.

Scale & Reach

- 343 UK firefighters participating internationally and more in the USA.
- All blue lights, families and supporting managers will be invited to Southampton.

- Voluntary support teams across all events
- Unlimited engagement access during lead-up and event delivery
- UK & international media exposure
- Social-first brand amplification (pre, during, post events)

Research & Innovation Opportunity

We are partnered with, University of East London, University of Miami, Additional International academic institutions.

Together, we are building the largest firefighter fitness and performance dataset to date, covering:

- PPE performance & ergonomics
- Gloves, breathing apparatus & kit interfaces
- Hydration, recovery, and fatigue management
- Performance under load and heat stress

⚠️ Key Advantage for Partners

As a **standalone CIC**, we are **not constrained by Fire Service procurement rules**, allowing:

- Sole brand partnerships
- Live product trials
- Real-world testing and feedback
- Brand presence without service endorsement restrictions

How Partners Can Get Involved

1. Kit & Equipment Partnership

Support the kitting of 343 firefighters and Volunteer teams.

Event t-shirts, Caps / headwear, Kit bags / travel bags, Recovery & hydration equipment, PPE-adjacent equipment, first aid, goodie bags.

2. Event Presence & Activation

Exhibition stands at UK events, product demos and trials, goody bag inclusion at all three events, free product distribution, direct engagement with participants.

3. Strategic Sponsorship (Tiered)

We offer tailored sponsorship tiers, including: Sole / Title Partner, Event-Specific Partner (Fulham / Southampton / Atlanta), Category Partner (Hydration, Recovery, PPE, Fitness)

Benefits include: Brand placement on kit and materials, access to participants for research & insight, social media integration, PR & content collaboration, long-term partnership visibility.

Why Partner With Us?

- Authentic firefighter-led initiative
- International reach with deep community trust
- Meaningful CSR aligned with service, safety, and remembrance
- Data-driven insight unavailable through standard channels
- A once-in-a-generation commemorative event

Next Steps

We would welcome the opportunity to:

- Tailor a partnership package to your organisation
- Align your products with specific events or research streams
- Explore exclusive or long-term collaboration opportunities

Contact:

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