

## Considering supporting 21 Together at Parallel Windsor?

Here are some pictures of the last event and some information on how to get involved:



**Parallel, the world's first inclusive mass participation event is set to return on 28 June 2020 in Windsor Great Park.**

Parallel Windsor will become the organiser's new flagship event; which will host its range of multiple distances; 100m, 1K, 5K, 10K and the innovative Super Sensory 1K. The format of the event will also include a free to attend fully accessible festival of inclusivity.

Parallel Windsor will welcome all ages and abilities; with the event slogan of 'Start Together, Finish Whenever' epitomising the spirit of the event.

The last event took place in the Queen Elizabeth Olympic Park in 2017; which was multi award-winning; including Best Participation Event and the Diversity and Inclusion Award at the BT Sport Industry Awards and Best Mass Participation Event at the Sport Business Awards. The event attracted 4,500 'fun-runners', of which 45% declared a disability; with thousands getting active for the very first time.

Parallel is a unique way to showcase your commitment to inclusivity, create internal and external brand engagement, and raise vital funds for charity. The two Parallels to date have helped raise over £1million for more than 100 disability charities.



The O'Keefe Group supporting us in 2017



The last event in 2017 was a huge success raising over £25,000 with the help of our corporate partners. This is your chance to get involved and be part of something special.

The team did a mixture of distances from 10K to the 1K Super Sensory. Lee Horsley - Managing Director with the O'Keefe group did his own 10KM and then came to join the families for the 1KM Super Sensory. The children and young people loved having him along helping them find the great sensory stations on route with light displays, bubbles, music and much more.

We all enjoyed the inclusive festival during the day. So much going on and some inspirational stories to hear. The main stage was a hit with our teenage members too.

Such a privilege to be part of the event and we cannot wait for 2020.

Come and join us!



Working together with  
the Down's Syndrome  
Community in Kent to  
raise expectations and  
realise potential

We have two ways of getting involved:

### ***Corporate Partner for Parallel 2020:***

- Company name/brand/logo on general advertising of the event. This will include our social media platforms with over 1500 local people following our pages, it also includes emails to our database of subscribers.
- At least four separate social media posts advertising your support of the event, in which you can have input into these posts. We find short content from the corporate partner themselves like a short video, explaining why you are supporting us or something fun, gets really good attention. Alternatively, we can put out photo based posts advertising your support.
- A thank you post telling our community how much you have raised and how the event went. Again this can have your input if this is your preference.
- Use of any photos taken at the event to promote your support. This includes photos of our community, children, young people, and staff. Members who attend with us are informed that photography will be taken. If there are any exceptions we will contact you before the event with details.
- Access to an easy to use online fundraising platform where you can have your own company event page. This allows individuals/staff to set up their own pages supporting your event page and the company to set up their own page to encourage other businesses or associates to donate. All the funds will show up on your event page meaning you can see in real time as the money comes in!
- Fundraising total certificate.
- Name/logo/brand to remain on our charity partner list on our website while we are working with you and if that is time limited for up to 1 year after that time.
- MOST IMPORTANTLY, an amazing way to build team spirit and inclusive spirit!

We ask corporate partners to commit to raising at least £5000 through individuals and company support.

### ***Exclusive Corporate Partner for Parallel 2020:***

- All the benefits of being a corporate partner but you are the exclusive partner for the event. This is available on a first come basis.
- Every mention or advert will carry your company name and/or logo.
- Up to 8 personalised social media posts plus a personalised email containing information about your business.
- Dedicated partnership co-ordinator will maintain all your fundraising platforms and give regular fundraising updates.
- Celebration video by our groups/members/families for supporting us to use on your own social media/websites/advertising.
- Final full email to all subscribers about your support, including full business information and business advert space.

We ask ***Exclusive Corporate Partners*** to commit to raising at least £20,000 through individuals and company support.

***Don't forget we have more sponsorship packages available, including exclusive charity wide partnership.***

For more information contact [manager@21together.org.uk](mailto:manager@21together.org.uk)