



WEAR IT YELLOW!

Sponsorship Proposal #HospiceCareWeek

6-12 October 2025

Charity no: 279473



Welcome to St Margaret's Hospice Care



On 7 January 1980, St Margaret's Hospice Care was registered as a charity and a major fundraising drive began within the heart of the Somerset Community. St Margaret's Hospice provides compassionate and specialist care for patients, their families and their carers across Somerset facing a life-limiting illness.

St Margaret's Hospice simply couldn't survive without the support and generosity we receive from local people, businesses and groups within our community. The hospice has to raise 80% of our funds through donations and fundraising so your contribution, however big or small, makes a huge difference to the patients and families that we care for every year.

But sponsorship is not just about providing financial support. It's also about building relationships, fostering collaboration, and amplifying our message. When you sponsor St Margaret's Hospice, you become an integral part of our mission.



Sponsorships Package: £1,000

This year St Margaret's is celebrating 'National Hospice Care Week' again by running a week of Wear It Yellow days. It's an opportunity to show the world the value of support, of care and of what matters to our patients and their families at the end of life.

Our Wear It Yellow week is designed to encourage businesses, schools, and communities groups across Somerset to wear, or bake and create, something yellow and donate to their local hospice whilst building morale.

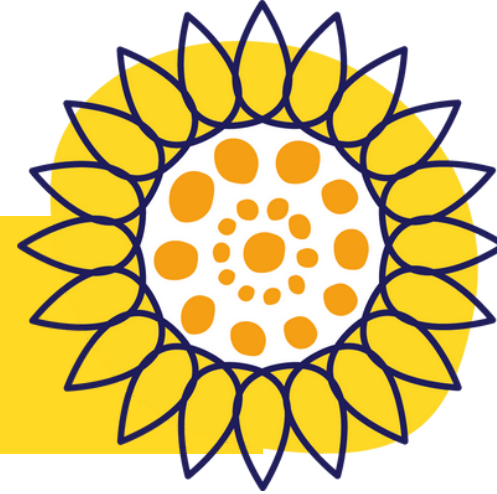
From 6 -12 October, whether you choose to dress in yellow threads or bake the yellowest cake, host a yellow fun-day or turn your whole office yellow, get involved and make a difference for patients and their families facing a life-limiting illness in our community.

2025 will be St Margaret's 4th year of Wear It Yellow, every year we are gaining more support and reaching some amazing milestones with the help from our amazing Somerset community!

This Hospice Care Week, show your support for hospice care in Somerset and Wear it Yellow!



Sponsor Benefits



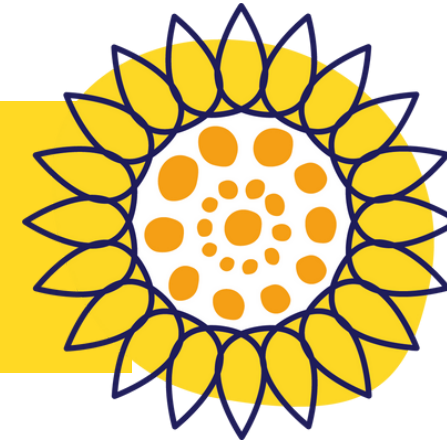
- Inclusion in press coverage during the promotion of the event
- Inclusion in event related social media posts (where appropriate)
- Use of our logo for 12 months from the date the event is launched
- Feature on our [corporate sponsor page](#) to link through to your website
- Wear it yellow promotional pack with fundraising ideas and yellow branding materials
- Direct pre and post- event support from our Corporate Partnerships Fundraiser
- A comprehensive post- event report including attendance and income statistics and promotional reach
- Right of first refusal for Wear it Yellow 2026 if we run this campaign again

Your company logo on:

- Promotional posters, flyers and materials on display within the community
- All participant stewardship emails
- Facebook event page

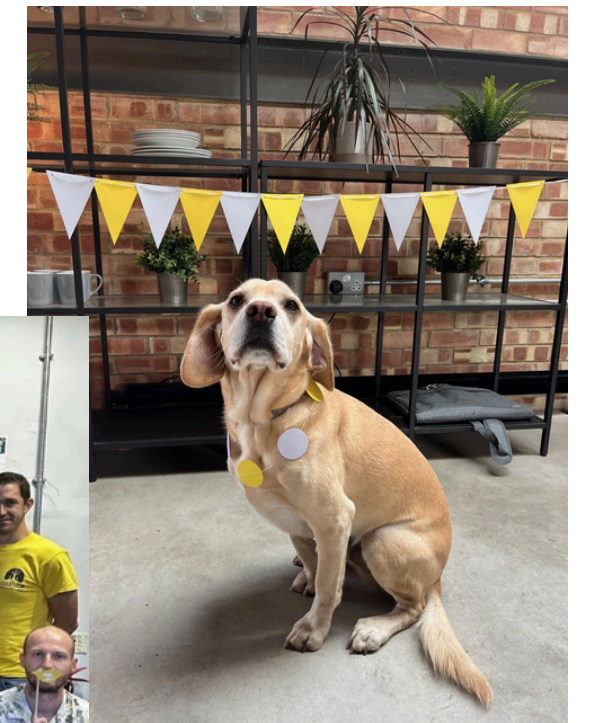


Your opportunities



- Employee team building opportunities
- Tell your customers - use your own database to tell everyone about the event and your support of us. Grow customer loyalty and potentially attract new business
- An opportunity to create your own noise. Release press releases talking about why you are sponsoring the event and the different it makes
- Opportunity to display hospice provided materials in your offices and/or on your website. We provide a 'Wear it Yellow' Pack for the sponsor which includes all the materials you will need for the week
- Opportunity for an appearance from our Busy Bee Mascot to your office for a photo opportunity, then shared online

By becoming a Corporate Partner you demonstrate your commitment to helping us continue providing end of life care for patients, their families and their carers throughout our community. At the same time your partnership with St Margaret's makes a strong and positive statement about the values that underpin your organisation, and its approach to corporate social responsibility.



2024 statistics



Number of participants

- 19 Schools took part in the week
- 29 Businesses took part
- 172 community members joined in

Social media

Organic

Channel	posts	Reach	Engagement
Facebook	12	15,542	128
Instagram	7	1,669	132
LinkedIn	9	1,638	124
TikTok	1	15,810	164

Money raised

Over £11,000 was raised across the week through various fundraising efforts. This could pay for 4 days of the 24 hour expert specialist care on our In- Patient Unit

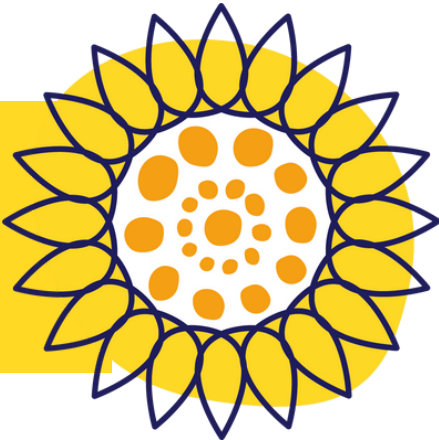
Paid

Channel	Impressions	Clicks
Facebook & Instagram	35,673	673

14 pieces of coverage
Total reach: 35,112,273
Total value: £118,630



Wear it yellow material



We're going to...
WEAR IT YELLOW!
#WearItYellow



St Margaret's Hospice Care
Proudly sponsored by **Yellow Peach**
Registered charity number: 276073

WEAR IT YELLOW! Props!



WEAR IT YELLOW!
Colour in & share with us!



St Margaret's Hospice Care
Proudly sponsored by **Yellow Peach**
Registered charity number: 276073
st-margarets-hospice.org.uk

WEAR IT YELLOW! Quiz!

Round 1 Film & TV

1. In Harry Potter, which Hogwarts house is yellow: Gryffindor, Ravenclaw, Hufflepuff or Slytherin?
2. Which yellow cartoon character lives in Bikini Bottom and has a pet snail named Gary?
3. In which film does Dorothy walk along the Yellow Brick Road?
4. In the Despicable Me films, the normal Minions are called what? What colour are the evil minions?

Round 2 Food

5. What yellow fruit is used to make these puddings: '____ drizzle cake' and '____ meringue pie'?
6. What is the yellow part of an egg called?

St Margaret's Hospice Care
Proudly sponsored by **Yellow Peach**
Registered charity number: 276073
st-margarets-hospice.org.uk

WEAR IT YELLOW!
during Hospice Care Week
7-13 October
#WearItYellow



Sign up now for your FREE fundraising pack

st-margarets-hospice.org.uk

St Margaret's Hospice Care
Proudly sponsored by **Yellow Peach**
Registered charity number: 276073
FR REGULATOR





**St Margaret's
Hospice Care**

**WEAR IT
YELLOW!**

Thank you for considering our proposal #HospiceCareWeek

6 - 12 October 2025

Please contact our Corporate Partnerships Fundraiser, Michelle Long for further information.

Email : Michelle.Long@st-margarets-hospice.org.uk

Phone: 01823 345910

Charity no: 279473

