

Withernsea's Blue Light Weekend Sponsors' Pack 2025



Visit: bluelightweekend.com
Email: kristina@bluelightweekend.com

If you are unable to sponsor us, why not donate to our fundraiser?





What is the Blue Light Weekend?

bluelightweekend.com



Withernsea's Blue Light Weekend was the idea of Steve Medcalf.

Steve was Withernsea RNL's lifeboat operations manager, and had been a volunteer at the station for 28 years. Everyone knew him as "Mr Withernsea".

It was Steve's vision for an annual high-profile, free, fun family event that would really put his town on the map.

After Steve's untimely passing in late 2022, the wonderful Withernsea community were determined to make Blue Light Weekend happen in his memory.

In August 2023 we held our first free community weekend event which featured events and attractions on land, sea and in the air.

It was recognised as a great success, attracting more than 10,000 visitors to Withernsea, and enabled valuable donations of nearly £5,000 to local blue light and lifesaving services and military veterans' charities.



Our 2024 event was even bigger! The air show doubled in size and was one of the largest free air shows in the North of England. There were an estimated 25,000 additional visitors to Withernsea and £8,000 was raised for local charities.



Who we are

The local organising committee are:

Andy Medcalf

Digital, media, PR, event co-director

Dave Penson

BlipActive events, event co-director

Kristina Richardson

Sponsorship and first aid

"Para" Dave Walker

Aerial director

Chris Morfitt

Music director

Ann Bell

Maritime director

Katie Purse

Volunteering coordinator

When is it?

Blue Light Weekend 2025 will take place across the weekend of August 2-3

Where is it?

The main focus of the event is a 2km stretch of Withernsea's South Promenade, but 2025 will see us expand to other parts of the resort



25,000

extra visitors to
Withernsea over
the weekend



Blue Light Weekend in numbers

£8,000

donated to local life-
saving, emergency
and military
veterans' charities



60

stalls on the prom



400

people of all
ages joining in
the Colour Run

8

aircraft in the North
of England's largest
FREE air show



local house sales
enquiries up

25%

the week after BLW 2024

20

mascots in the
inaugural World
Championship



30

sea swim
entrants

40

raft race
competitors

60

local community
volunteers



MAJOR SPONSORSHIP OPPORTUNITIES



Sponsor the air show – guide price £4,000

- Your company's name exclusively associated with the Blue Light Weekend Air Show for one year
- Your company name will be mentioned in all print and media publicity in the lead-up to BLW 2025 every time the air show is mentioned.
- Company name mentioned extensively on the BLW website, plus in all local press advertising (including our weekly Gazette advert – expected to be 7 weekly adverts next year)
- Discount if multi-year deal is signed
- Receive multiple 2m x 1m printed banners to be situated along the promenade



MAJOR SPONSORSHIP OPPORTUNITIES

Sponsor the sea exercises/displays – guide price £1,000

- Your company's name exclusively associated with the Blue Light Weekend sea exercises for one year
- Your company name will be mentioned in all print and media publicity in the lead-up to BLW 2025 every time the air show is mentioned.
- Company name mentioned extensively on the BLW website, plus in all local press advertising (including our weekly Gazette advert – expected to be 7 weekly adverts next year)
- Discount if multi-year deal is signed
- Receive two x 2m x 1m printed banners to be situated along the promenade



MAJOR SPONSORSHIP OPPORTUNITIES

Main colour run sponsor – guide price £1,000

- Your company's name exclusively associated with the Blue Light Weekend Colour Run for one year
- Your company name will be mentioned in all print and media publicity in the lead-up to BLW 2025 every time the colour run is mentioned.
- Company name mentioned extensively on the BLW website, plus in all local press advertising (including our weekly Gazette advert – expected to be 7 weekly adverts next year)



- Discount if multi-year deal is signed
- For an extra £500, have your company logo on all colour run shirts sold to competitors
- Receive one or more 2m x 1m printed banners to be situated along the promenade



MAJOR SPONSORSHIP OPPORTUNITIES

World Mascot Championship/Blips a Knockout event sponsors – guide price £1,000 each

- Your company's name exclusively associated with the events for one year
- Your company name will be mentioned in all print and media publicity in the lead-up to BLW 2025 every time the event is mentioned.
- Company name mentioned extensively on the BLW website, plus in all local press advertising (including our weekly Gazette advert – expected to be 7 weekly adverts next year)
- Company advert included on the back of our mascot Top Trump cards (prior to the event to be sold, and given away to kids over the weekend to collect signatures)
- Discount if multi-year deal is signed
- World Mascot Championship sponsors receive one or more x 2m x 1m printed banners to be situated along the promenade around the event amphitheatre
- Blips a Knockout sponsors receive two x 2m x 1m printed banners to be situated at each heat and at the final



INTERMEDIATE SPONSORSHIP OPPORTUNITIES



Sponsor one of our music nights – guide price £500

- Your company name associated with the music nights at Willows for one year.
- Company name mentioned in all print and media publicity in the lead-up to the event and extensively on the BLW website
- Discounts if multi-year deal is signed
- Receive one or more 2m x 1m printed banners to be situated at Willows Club during the event
- Receive 10 free tickets for your event



Main raft race sponsors – guide price £500

- Your company name associated with the Blue Light Weekend raft race for one year.
- Company name mentioned in all print and media publicity in the lead-up to the event and extensively on the BLW website
- Discounts if multi-year deal is signed
- Receive one 2m x 1m printed banner to be situated along the promenade near the raft race start, and several 90cm x 150cm flags

Sponsor a plane – £500 to £2,500

- Your company mentioned in all print and media publicity in the lead-up to BLW 2025 every time the plane is mentioned.
- Company name mentioned in all print and media publicity and extensively on the BLW website
- Other benefits may include signed photos and free trips in the aircraft
- Receive one 2m x 1m printed banners to be situated along the promenade
- Discount if multi-year deal is signed



INTERMEDIATE SPONSORSHIP OPPORTUNITIES

Sponsor the BLW printed programme – guide price £500

- Your company receives at least one full-page advert in the printed programme – and logos all over it (including on the cover)
- Likely 5,000 copies printed
- Discount if multi-year deal is signed

Sponsor the BLW programme leaflet – guide price £500

- Your company receives a half-page advert on our programme leaflet
- Likely 10,000 – 15,000 copies printed
- Discount if multi-year deal is signed

Sponsor our wonderful volunteers – guide price £500

- Your company mentioned in all print and media publicity in the lead-up to BLW 2025
- Company logo printed on the front of all BLW25 Volunteer T-shirts (estimated 60 total)
- Discount if multi-year deal is signed
- Your sponsorship pays for volunteer lunches and PPE/shirts



SMALLER SPONSORSHIP OPPORTUNITIES



Sponsor a Colour Run station – guide price £120 without banner/ £150 with banner

- Limited to 14 Colour Run stations – first come, first served!
- Company name mentioned in all print and media publicity in the lead-up to BLW 2025 every time the colour run is mentioned and extensively on the BLW website
- Receive one 2m x 1m printed banner to be situated at your colour run station along the promenade
- Man your own station to throw paint from – or we can get volunteers to throw on their behalf
- Discount if multi-year deal is signed



Sponsor a raft in the raft race – guide price £120

- Limited to 25 rafts – first come, first served!
- Company name mentioned in all print and media publicity in the lead-up to BLW 2025 every time the raft race is mentioned and extensively on the BLW website
- 90cm x 150cm flag will be produced for each raft which the raft sponsor can keep after the event if they wish (one side has the company logo/ branding and the other is the team participating)
- Discount if multi-year deal is signed

Sponsor a Team in Blips A Knockout – guide price £120

- Limited to 6 teams per village heat – first come, first served!
- Company name will be mentioned in all print and media publicity in the lead-up to BLW 2025 every time Blips A Knockout is mentioned.
- Company name mentioned extensively on the BLW website, plus in all local press advertising
- 90cm x 150cm flag will be produced for each team which the team sponsor can keep after the event if they wish (one side has the company logo/branding and the other is the team participating)
- Discount if multi-year deal is signed



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Blue Light Weekend beneficiaries

Where does your money go?



HM Coastguard Association

Thanks to this wonderful donation we can carry on our main task of looking after the welfare of serving and retired local Coastguards and their families in their time of need

Last year, we donated £8,000 to local blue-light emergency services, lifesaving and military veterans' charities – and with your help, we will smash this target in 2025! Here are just some who benefited in 2024...



Hornsea Inshore Rescue

Thank you for this wonderful donation which will help us continue to save lives along the coast. We were incredibly proud to be part of this amazing event and work alongside the RNLI, Coastguard and police – what a professional, well-organised event. The air show was phenomenal!



The Darren Uscroft Memorial Fund

We fund professional heart screening by Cardiac Risk in the Young – each session costs £6,500, so this generous donation will boost our funds



Withernsea RNLI

As a station we have decided to give back the donation that was offered this year to Blue Light Weekend as we love being a part of it and want to see it grow each year. It's a fantastic event and we received an immense amount of support from the visitors that weekend. So much so that we were incredibly humbled



The Royal Navy Raiders team

We were hugely humbled by the positive reception and engagement with the residents of Withernsea. This event helped us achieve our goal of replacing a life-saving parachute device that allows the team to continue displaying at events like Blue Light Weekend

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Fundraising note: sponsorship monies go towards the staging of the event; funds raised during the event itself are donated to good causes



Blue Light Weekend Sponsors' Stories



It enhances our brand awareness – but it's about more than that for us. Steve Medcalf was a good friend and customer and I'd known him a long time. It's a local cause that means a lot to me, so I didn't hesitate to get behind it.

Paul Duplock, founder and managing director

Burstwick-based **PJD Electrical** – a gold sponsor of Blue Light Weekend – is one of the region's leading electrical, plumbing and heating contractors servicing both the domestic and commercial sectors. PJD has been a key supporter from the start, with a presence both on the prom and in the raft race.

teampjd.co.uk



As part of our commitment to supporting local communities, we identified Blue Light Weekend as being an ideal opportunity for our business to get involved in a local high-profile fundraising event which would allow us to provide not only financial support but also volunteer our time

Mark Broom, project co-ordinator



What we loved about the volunteering was that everyone was able to contribute but then still have plenty of time to watch or get involved in the events



PREMIER MODULAR

Brandesburton-based **Premier Modular** is one of the UK's leading offsite modular building specialists providing modular construction and prefab building solutions.

The firm provided more than 20 volunteers who helped in a variety of roles such as manning the car parks and colour run stations, helping with the mascot races, and setting up and tidying away at the end of each day.

premiermodular.co.uk

We thought Blue Light Weekend was a great event to be a part of and we felt like we were an integral part of a great cause while enjoying all of the great ambience, food and activities. It was a really well organised event making it easy to volunteer and add value

