



**Severn  
Hospice**  
*here and at home*

# Dragon Boat Festival Sponsorship Opportunities

Saturday 18 & Sunday 19 July 2026  
Pengwern Boat Club, Shrewsbury

Registered Charity 512394



Registered with



FUNDRAISING  
REGULATOR



## Want to support us and promote your company at our event?

The Dragon Boat Festival is our flagship fundraising event. For over 20 years, we have proudly hosted the largest dragon boat festival on the River Severn. With more than 50 teams competing across the weekend and around 2,000 spectators, the event offers a vibrant and exciting platform to showcase your brand to a wide regional audience. It's also a fantastic opportunity to connect, engage and network with other local businesses.

Behind every family we support is a dedicated team of professionals, along with hundreds of generous individuals and organisations like yours. Your support helps us continue providing vital specialist care to local families living with incurable illness.

### HEADLINE SPONSOR

**£3,500**

- One complimentary team entry, worth £425, racing on Sunday (team sponsorship min £1,250 still applies)
- Your company logo and acknowledgement on website event page
- Acknowledgement in correspondence to participants before and after the event
- One page advert in the participant's pack distributed to all teams
- Mention on social media (Followers: Facebook 21k, Instagram 3.3k and LinkedIn 1.3k)
  - LinkedIn: one company led post with two additional mentions
  - Facebook and Instagram: mentions in posts
- Mentions on hospice TV screens and news section on website
- Acknowledgement in press release issued
- Company logo on event posters displayed in local community and identified Severn Hospice shops across the region and promotional banners (subject to deadline for print)
- Feature story on Severn Hospice website corporate support pages, post event

On the day company acknowledgments including:

- Your company logo on one 40ft dragon boat (this is seen by more than 1,000 participants each day and event spectators in the event zone and neighbouring Quarry Park)
- Acknowledgement in PA announcements throughout the weekend
- Opportunity to present winners' trophies on both days
- Opportunity to display your company's branded materials (banners, feather flags)

## **MEDAL SPONSOR**

**£1,500**

- Your company logo on medal ribbon given to all participants (subject to print deadline)
- Acknowledgement on our social media channels  
Followers: Facebook 21k, Instagram 3.3k, LinkedIn 1.3k
- Opportunity for representatives from your company to hand out medals to all participants each day (up to 1,120 people)
- Acknowledgement in PA announcement on each day
- Acknowledgement on the event sponsors page in the participant's pack distributed to all teams

## **BOAT SPONSOR x3**

**£950**

- Your company logo on one 40ft dragon boat (this is seen by more than 1,000 participants each day and event spectators in the event zone and neighbouring Quarry Park)
- Acknowledgement on the event sponsors page in the participant's pack distributed to all teams
- Acknowledgement in PA announcement on each day
- Acknowledgement on our social media channels  
Followers: Facebook 21k, Instagram 3.3k, LinkedIn 1.3k

## **FANCY DRESS SPONSOR**

**£500**

- Your company logo on winner's trophies and certificates
- Opportunity for representatives from your company to choose the winners and present the trophy on both days
- One company led post LinkedIn post (Followers 1.3k)

## **We'd love your support at Dragon Boat Festival 2026**

Supporting us can bring genuine benefits to your organisation, from enhancing your Corporate Social Responsibility and social value objectives to boosting employee engagement and well-being and generating great PR.

If you would like to discuss any of the opportunities we have, please get in touch with Holly Gibbons, or come and visit us and see the difference our care makes.

Email: [hollyg@severnospice.org.uk](mailto:hollyg@severnospice.org.uk) Phone 01952 221350

Severn Hospice provides specialist palliative care and emotional support for families living with an incurable illness. We are there through the good days and bad days because we believe that when a cure is no longer possible, care is.

Since 1989, we have given free care and support to more than 50,000 patients and their loved ones during their time of greatest need.

Our hospice is part of health services offered to people living in Shropshire, Telford & Wrekin and Mid Wales but we are not part of the NHS. We are a completely independent charity, having to raise around two-thirds of our running costs.

Funding has never been more challenging. All of the care we provide to thousands of local people is only possible thanks to the generous support we receive from the communities we serve.

**Our supporters**



**Follow us**  
[severnhospice.org.uk](http://severnhospice.org.uk)

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We're incredibly proud to support the communities we're part of and the amazing work of Severn Hospice

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