

One More Lap.

For Kids' Village.



onemorelap.co.uk
Charity Ultramarathon

**Sponsorship
Pack. 2026**

One More Lap is a 12-hour ultra-endurance **charity running challenge** with a big heart

We're not like the others. We're a **day-long fundraising festival of running** – making a big difference to our local community.

With your help, next September, **300 runners** in **60 teams** will compete to do **One More Lap** of Stowe Pool before the sun sets – all to raise money for local Lichfield charity, **Kids' Village**.

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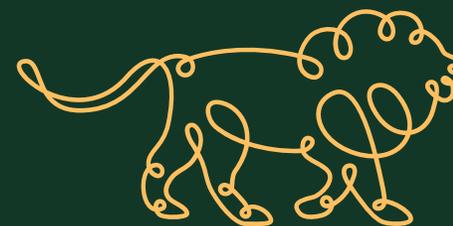
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Building the UK's first respite holiday village just for children with critical illness.

Set in the beautiful Staffordshire countryside, just outside Lichfield, Kids' Village will offer magical breaks, like no other. It will be a place for imagination, to enjoy nature and feel free from daily challenges of battling a serious illness.

We're fundraising to help make these magical stays like no other, a reality.

kidsvillage.org.uk/



Kids' Village

Find out more about Kids' Village



One More Lap. The story so far.

Charity Ultramarathon

Since 2024, our runners raised an incredible amount:

£57,295.99

Raised for **Kids' Village.**

252 runners. **49** teams. **2,185** supporters.

This year, we want to match that amount raised.



2026 Fundraising Target

£60,000

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Why we need your help.

One More Lap is a free to enter, community-led, not-for-profit event.

Our **runners don't pay to run**. They just fundraise.
We don't make any money. **Every penny raised goes to Kids' Village.**



FREE costs A LOT of money.

One More Lap cost £5,534.83 to put on in 2025.

With a bigger, better & more ambitious One More Lap planned for 2026, it's going to cost even more.

Without your support, we simply can't run One More Lap.



Headline Sponsor

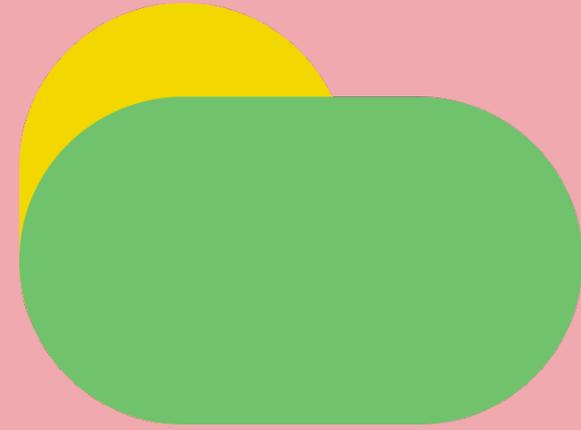
Only ONE available.

We're looking for **an amazing Headline Partner to donate £10,000.**

Your donation will help make One More Lap a day our runners will never forget and, more importantly, it will get us well on our way to hitting our fundraising target.

In return you'll get **exclusive naming rights** for the event. We'll work with you to develop marketing opportunities & make sure you get **maximum exposure** for your brand.

£10,000



One More Lap.

For **Kids' Village.**

**SUPPORTED BY
YOUR BRAND.**

Race Number Sponsor

Get your brand logo on our race numbers and you'll be in EVERY runner's picture.

Our race numbers are one of the most recognised ways One More Lap is different from just about every other endurance event.

We were bored of the same old white, pin on race numbers. So, we turned them into giant, colourful stickers – and **our runners love them!**

By sponsoring the race numbers, you'll be putting a smile on the faces of our runners, and in every single runner photo from the day.

£3,499

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Entertainment sponsor

Live music is the beating heart of One More Lap. It keeps the energy in camp bubbling along all day.

Our entertainment tent is a focal point for the camp. Runners & their supporters sit in deckchairs, enjoying the sunshine, tapping their toes to a live performance.

£2,499

Team photo backdrop

This was a smash hit with our teams in 2025.

A giant 3m by 2m backdrop covered in your logo – and almost guaranteed to be on every team's Just Giving page next year.

£1,499

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Event programme cover sponsor

New for 2026! Something for our runners to remember us by...

The 2026 event programme will go in runners' packs at the start of the day – a bit of light reading & a keepsake in one.

£999

Ice cream sponsor

We bring a little childhood joy back to our runners' lives with a FREE 99.

In 2025 we served up 100 free ice creams to runners. A little thank you that put a big smile on their faces.

£499

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Who are our Runners?

300+ runners

500+ camp visitors

100k+ reach

Our runners are a typical slice of the West Midlands. They're women & men, across a wide range of ages from 18 to 60+, and from a variety of backgrounds.

But they **all love social running**.

This year, we'll build on the success of 2024. Running more **paid promotions** on social media – targeting runners in the Birmingham, Staffordshire & South Derbyshire regions. Plus, we'll run a **regional media**, and **national outreach** campaign in the news & running media.

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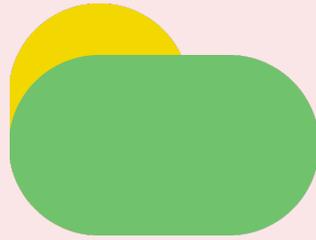


One More Lap 2026

Sunday 20th September.

Stowe Field, Lichfield.

8am – 8pm.



Find out more:

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