



The RoadPeace Challenge 2023 - Sponsorship Opportunities

Let's work together to end road death and injury

Now in its third year, the RoadPeace Challenge will take place on May 15 - 21, 2023, during UN Global Road Safety Week.

In 2022, the majority of UK police forces took part in the event, and to date, more than £120,000 has been raised for RoadPeace, the national charity for road crash victims. During a period of just three weeks, posts about the 2022 challenge were seen more than 61 million times and viewed by 10.7 million individuals on Twitter.

The challenge also received the support of high-profile people, including broadcaster Jeremy Vine, actress Vicky McClure and Olympic cyclist Chris Boardman.

This year's challenge is set to be even bigger, better and bolder.

In just 3 weeks, Tweets about the 2022 challenge achieved:



61.1m
Impressions



10,7m
Reach



17,500
Tweets



6,926
Contributors

The mission of the RoadPeace Challenge 2023

Our mission is: "To bring together all police forces, PCCs, the fire service, ambulance crews, NHS, doctors, nurses and other professionals who witness the daily devastation caused by road crashes in the UK, along with victims and bereaved families – to make a united stand against road harm to support Vision Zero."

This will send a strong message out to the public: "Road crashes should not be tolerated as the inevitable cost of motorisation, and working in partnership, we are committed to reducing road deaths and injuries together."



Why support the event?

- RoadPeace is a national charity that provides information and support services to people bereaved or seriously injured in road crashes. It receives no government funding and relies solely on sponsorship and donations to do this invaluable work.
- Your company's support will publicly demonstrate your commitment to reducing deaths and injuries on the roads, by supporting RoadPeace and its aims.
- It will provide considerable PR and social media marketing exposure for your brand.
- It will raise awareness of your organisation among the emergency services and open up possible connections.
- Every day, five people die and more than 60 are seriously injured, on average, on the UK's roads. By supporting this campaign, you will be playing an important role in helping to reduce road harm.

Our sponsorship packages

Choose from one of three available packages:



| | GOLD | SILVER | BRONZE |
|--|---------------|---------------|---------------|
| Support with PR & social media ideas to maximise your package | ✓ | ✓ | ✓ |
| Your logo displayed on RoadPeace sponsor webpage | ✓ | ✓ | ✓ |
| Excellent employee engagement opportunities to get involved with the challenge | ✓ | ✓ | ✓ |
| RoadPeace social media post announcing your company's involvement in the event | ✓ | ✓ | ✓ |
| Excellent PR opportunities - RoadPeace and key supporters, such as DCS Andy Cox, will share your news and social posts | ✓ | ✓ | |
| RoadPeace news release announcing your company's involvement in the event | ✓ | ✓ | |
| Opportunity to be the lead sponsor on a chosen day or chosen theme | ✓ | | |
| Your logo displayed on event shirts, event banners and other material throughout the week | ✓ | | |
| COST: | £5,000 | £3,000 | £1,000 |

To book your package or for further information please contact Rebecca Morris, Communications and Partnerships Manager at rebecca.morris@roadpeace.org



RoadPeace provides information and support services to people bereaved or seriously injured in road crashes and engages in evidence-based policy and campaigning work to fight for justice for victims and reduce road danger.

roadpeace.org

Let's work together to end road death and injury

Become a sponsor of the RoadPeace Challenge 2023 and help us to make a united stand against road harm.

BECOME A SPONSOR >



“This support from like-minded people, who all share a common, yet tragic connection, makes you feel less alone on your grief journey.” Bereaved mother

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