



May 25th 2024

Partnership Opportunities





Calcutta Run Stats

The Legal Profession's primary CSR initiative working to support homelessness services in Ireland and Kolkata

€5.35 million

has been raised over 25 years with 2,000 participants in 2023 across all related events



76%

of participants are drawn from the legal profession, which includes the Top 25+ law firms



Socio economic group ABC1



41%

of participants are in the 25-30 age bracket; Female 56%, male 44%



Why become a Partner?

Does your company want to:



Associate with Ireland's largest legal profession-wide charitable event



Connect/profile with over 2,300 solicitor firms, 12,000 solicitors, 2,300 barristers and 10,000 legal staff throughout Ireland



Access to Managing Partners and key decision makers from all major solicitor firms through the Launch event in March 2024



Enhance your Corporate branding to entire legal profession through our communications outreach





Partnership Options | Title Sponsor



Prominent brand recognition as **'Title Sponsor'** in all communications and promotional activities



Primary placement of logo on all collateral materials such as the Calcutta Run website, 1,300 participant t-shirts (front) inc. Dublin & Cork, race presentation area, promotional banner at Finish Line Festival and material distribution in goody bags



Dedicated announcements as title sponsor before, during and after the event in all communications



Speaking opportunity at the Finish Line Festival (**Approx. 1,600 attendees**)



Meet Managing Partners at Launch event in March 2024





Calcutta Run Launch and Cheque Handover events

Managing Partners – Top 25+ Irish law firms



Partnership Options | **GOLD Sponsor**



Brand recognition as '**GOLD Sponsor**' in all communications and promotional activities



Logo placement on all collateral materials such as the Calcutta run website, 1,200 participant t-shirts (front) inc. Dublin & Cork, race presentation area, promotional banner at Finish Line Festival and material distribution in goody bags



Announcements as GOLD sponsor before, during and after the event in all communications



Partnership Options | SILVER Sponsor



Brand recognition as **'SILVER Sponsor'** in all communications and promotional activities



Logo placement on all collateral materials such as the Calcutta run website, 1,200 participant t-shirts (back) inc. Dublin & Cork, race presentation area, promotional banner at Finish Line Festival and material distribution in goody bags



Announcements as SILVER sponsor before, during and after the event in all communications



Partnership Options | **BRONZE Sponsor**



Brand recognition as **'BRONZE Sponsor'** in all communications and promotional activities



Logo placement on all collateral materials such as the Calcutta run website, 1,200 participant t-shirts (back) inc. Dublin & Cork, race presentation area, promotional banner at Finish Line Festival and material distribution in goody bags





Calcutta Run and Finish Line Festival





For additional information please
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