

michelmores

charityrun

25th Anniversary

Sponsorship opportunities 2026



michelmores.com

The Michelmores 5k Charity Run is returning on Thursday 10 September 2026, celebrating its 25th anniversary along Exeter Quayside, and with this milestone year, it promises to be the biggest and best yet!

By bringing businesses together, the Run helps support our local communities and raise vital funds for Michelmores' charity partner. Details of this year's chosen charity will be announced shortly, but as always, the event promises to make a meaningful impact across the South West.

Expect some hotly contested awards on the night!
Could you be crowned the running champion of the local business community?

The event has raised over £430,000 since 1999 and attracts over 900 runners as a sell out event every year. Participants are frequently seen wearing their Michelmores Charity Run t-shirts months and sometimes years after the event, both across the South West and even further afield!

Sponsoring the Michelmores 5k Charity Run will help raise your organisational profile, whilst supporting an amazing charity. Sponsorship opportunities are on a first-come first-served basis, so get in touch now to secure your package.

Contact our events team: events@micelmores.com



Become a sponsor for our 25th anniversary!

Benefits include:

- The opportunity for your company logo to appear on digital race literature, website pages, t-shirts and race numbers (depending on which option you choose)
- Staff engagement
- The opportunity to network with local business people and other sponsors
- Publicity through various social media channels, including dedicated Facebook and Instagram pages and Michelmores' LinkedIn page.
- Helping us raise money for our local charity of the year.



Charity run over the years

£430,000

raised for our chosen charities



Over 18,000 runners

5 locations around Exeter



125 Kilometres run



Supporting so many charities over the years



Charities the run has proudly supported



Sponsorship opportunities

All 2026 sponsors will receive the following in their packages:

- Their company logo to appear on digital race literature and website
- Publicity through various social media channels, including dedicated Facebook and Instagram pages, and Michelmores' LinkedIn page
- A shout out on the day from the host



T-shirt sponsorship opportunities

Large logo on the back of the 2026 race t-shirt **£1,600 + VAT**
(Please note that your logo will be in black)

Logo on the sleeve of the 2026 race t-shirt **£900 + VAT**
(Please note that your logo will be in black)

Small logo on the back of the 2026 race t-shirt **£1000 + VAT**
(Please note that your logo will be in black)

Other sponsorship opportunities

Please note that this includes the cost for us to print your branding and it will feature on the front and back of the arch. For any queries, please do get in touch.

Logo positioned under the race numbers in colour **£1,300 + VAT**

(Please note that this will be accompanied with the Michelmores logo at the top)
(To also include a small logo on the back of the race t-shirt)

Race arch sponsorship **£1,300 + VAT**

(This includes the cost for us to print your branding and it will feature on the left and right hand sides of the arch. This will also include a small logo on the back of the race t-shirt.)

Branded banner for a crowd barrier at the finish **£150 + VAT**

(Please note that you will need to print and supply the banner)

New for 2026

Sponsor a Kilometre **£150 + VAT**

(Our kilometre sponsorship includes your logo at your chosen kilometre on the official race map, along with the opportunity to host your own cheer station to encourage runners along the route. Sponsors are welcome to bring a feather flag or banner to display at their cheer point.)





Get in touch

To discuss sponsorship opportunities, please contact:

Naomi Morris at events@micelmores.com

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Join us on social media:

Facebook - facebook.com/micelmorescharityrun/
Instagram - [@mm5krun](https://instagram.com/mm5krun)
LinkedIn - linkedin.com/company/micelmores/

