



the Westfield Health  
**BRITISH  
TRANSPLANT  
GAMES**  
Coventry 2023

**TRANSPLANT  
SPORT**

*BE PART OF THE GAMES*

**COVENTRY**

*27TH - 30TH JULY*

**2023**



[BritishTransplantGames.co.uk](https://BritishTransplantGames.co.uk)

# ABOUT THE GAMES

## The Westfield Health British Transplant Games are a celebration of life.

The Games are organised on behalf of Transplant Sport whose aim is to raise awareness of the need for organ donation, encourage transplant recipients to lead active lifestyles and show appreciation for, and remember, donors and their families. The Games also increase awareness of Anthony Nolan and their need for blood stem cells and bone marrow donation.

The four day event attracts some 2500 registered participants, including 1000 transplanted athletes, 150 living donor athletes, donor families, and supporters.

Transplant athletes range from three to eighty years of age, in what is a huge, inclusive festival of sports participation, fun and competition, involving 24 sports.



## HOW COULD YOU BE A GAME CHANGER?

We offer a range of partnership options and we would welcome the opportunity to speak with you and work up an appropriate package against the level of support your organisation is able to provide. This event will attract significant media exposure which will benefit both the charities and our partners.

If cash or sponsorship is not possible, we can consider value-in-kind support, volunteering and secondments, plus promotion of the Games through your media channels.

You can participate in the Games by entering the annual Donor Run (5km/3km) as a group, or individually, where you can run/jog/walk to support the Games.

You could even nominate the Games as your charity, or your cause, and fund raise for the event, in turn raising the profile of the Games and organ donation.

We'd be happy to hear about your ideas and make sure we make the Coventry Games the biggest, enjoyable and most memorable for the UK's transplant community.



## TIER 1

- Allocated headline partner of a major event or sporting activity within the Games, e.g. Celebration event, track & field, opening ceremony, Donor Run
- Logo on all games literature, publications and website
- Half page advert acknowledgement in Games programme
- Primary branding at all events by way of the event 'promo link' and signage/banners

- PR support for the sponsor
- Sponsor's Lounge (up to 6 passes)
- Celebration event (up to 4 tickets)
- Invitations to the Civic Reception
- Presentation of medals and awards by your representative
- Space for exhibition stand at the Games (all days)
- Opportunity for your staff to be seconded/volunteer for the Games

£20,000

## TIER 2

- Logo on all games literature, publications and website
- Quarter page advert and acknowledgement in Games programme
- Branding at all events by way of the event 'Promo Link' and signage/banners
- PR support for the sponsor
- Sponsorship aligned to a sport or event in the Games at Tier 2 level

- Sponsor's Lounge (up to 2 passes)
- Celebration event (up to 2 tickets)
- Invites to the Civic Reception
- Presentation of medals and awards by your representative
- Space for exhibition stand at the Games (Sunday)
- Opportunity for your staff to be seconded/volunteer for the Games

£10,000

## TIER 3

- Logo on all Games literature, publications and website
- Acknowledgement in Games programme
- Branding at all events by way of 'promo link' and signage/banners
- PR support for the sponsor
- Invites to the Civic Reception

- Presentation of medals and awards
- Opportunity for your staff to be seconded/volunteer for the Games
- Space for exhibition stand at the Games (Sunday)

**If you can't reach tier 3 please contact us to create a bespoke opportunity**

£5,000

## GET INVOLVED

If you would like more information on sponsoring please email [yuri.matischen@mls.gb.co](mailto:yuri.matischen@mls.gb.co)

Discuss organ donation with your family so they can support your decision.



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SPORT**

**W** Westfield  
Health

**K** Kidney  
Care uk

**Coventry  
University**

  
Coventry City Council

**W**  
**WARWICK**  
THE UNIVERSITY OF WARWICK

**NHS**  
Blood and Transplant

**ANTHONY  
NOLAN**  
saving the lives  
of people with  
blood cancer

  
University Hospitals  
Coventry & Warwickshire  
**Charity**

  
Donor Family Network

**icon**  
Icon Creative Design.com

**B | BRAUN**  
SHARING EXPERTISE

**EXTRA**  
Motorway Service Area Group

**cvLife**

**liquid**

If you are interested in volunteering at the event  
then get in touch with us on [btg@mlsgb.co](mailto:btg@mlsgb.co)

**mlsgb.co**

[BritishTransplantGames.co.uk](http://BritishTransplantGames.co.uk)



Designed by [IconCreativeDesign.com](http://IconCreativeDesign.com)

The British Transplant  
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charity number 1127314

