

# One More Lap.

For Kids' Village.

RACE  
HQ

[onemorelap.co.uk](http://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**.

**One More Lap.**

Charity Ultramarathon

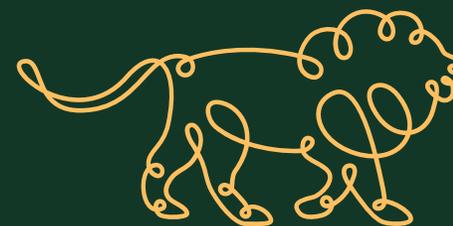
[onemorelap.co.uk](https://onemorelap.co.uk)

# 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/](https://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**

**For Kids' Village.**

**One More Lap.**

Charity Ultramarathon

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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

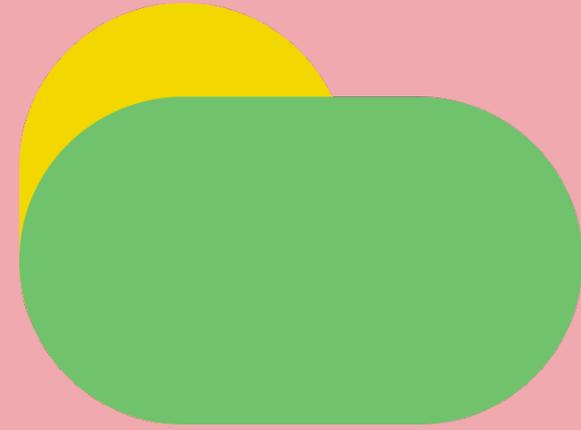
**Only ONE available.**

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**

**One More Lap.**

Charity Ultramarathon



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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**

**One More Lap.**

Charity Ultramarathon

## 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**

**onemorelap.co.uk**

# 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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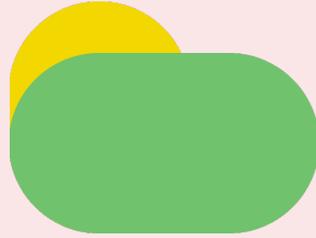


**One More Lap 2026**

**Sunday 20<sup>th</sup> September.**

Stowe Field, Lichfield.

8am – 8pm.



**Find out more:**

**ian@onemorelap.co.uk**

**07769 681176**

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Charity Ultramarathon

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