

TREK 500

WITH CAMPBELL ROY

IN AID OF



Prostate Cancer Research
Transforming research. Transforming lives.

SPONSORSHIP PACK



In Partnership with
ASSET
ALLIANCE
GROUP

About Trek500

11th July - 26th September

Trek500 is a fundraising challenge created by Campbell Roy that will see him take on the demanding 500 plus miles of the Scottish National Trail. A journey that takes Campbell from the Scotland/England Border in the South-East to Cape Wrath in the North-West with the aim to raise vital funds for Prostate Cancer Research.

The long-distance trek will span multiple days and stages, with the distance and terrain designed to allow others to join Campbell along the way and take on their own fundraising challenges.

Trek500 is an ambitious challenge that will bring people, teams and organisations together to support research that transforms lives.





The Challenge

The Scottish National Trail stretches from the Borders to the far north of Scotland, covering rugged landscapes, remote paths and demanding terrain.

Trek500 will:

Follow the full length of the trail, covering 500+ miles

Be completed over multiple days and stages

Invite others to walk selected sections alongside Campbell, or support from afar.

It's a test of endurance, resilience and determination, qualities shared by everyone affected by prostate cancer.

About Campbell Roy



The inspiration for Trek500 for PCR came from Campbell having the privilege to co-drive for Sir Chris Hoy on last year's McRae Rally Challenge event at Knockhill Racing Circuit. Chris's reaction to his Stage 4 prostate cancer diagnosis has been nothing short of remarkable, looking beyond his own situation to raise both finance for and awareness of the condition, particularly highlighting the resilience of people with Stage 4 cancer and demonstrating that it is still possible to live a fulfilling life despite the diagnosis.

Walking the 500 miles of the Scottish National Trail is Campbell's way of turning that inspiration into action. Trek500 has deliberately been designed as a shared journey. By dividing the route into manageable sections, it is hoped to encourage as many others to get involved as possible, whether that is by joining Campbell for part of the trail and tapping into their own contacts to add to the total funds raised or alternatively supporting the challenge through sponsoring Campbell's efforts.

Trek500 is not therefore about one person completing a challenge alone, but about bringing people together to make a collective and lasting impact to support research that saves lives and improves outcomes for others.

“It's a journey that will test my endurance, resilience and determination – but it is nothing compared to the challenge faced by those living with prostate cancer.”

Getting Involved

Exclusive naming opportunity



Join us for the
Trek500 launch
event on 28th
May at Falkirk
Wheel!

Event Headline Sponsorship - £5,000

- Primary logo placement across:
 - The Trek500 webpage
 - Official Trek500 t-shirts
 - Press boards and backdrops at the launch event
- Official designation as a Headline Sponsor of Trek500
- Invitations to the Trek500 launch event, with the opportunity to meet Campbell Roy and the wider team
- Personalised social media assets for your organisation to share participation, progress updates and fundraising milestones
- Dedicated recognition across Trek500 digital pages throughout the challenge
- Inclusion in press and PR activity relating to Trek500, where appropriate
- Opportunity to align internal fundraising or wellbeing activity with walking places for your team at stages of your choosing

Getting Involved

Event Partner Opportunity



Join us for the
Trek500 launch
event on 28th
May at Falkirk
Wheel!

Corporate Sponsorship - £2,500

- Recognition as an Official Corporate Sponsor of Trek500
- Logo placement on:
 - The Trek500 website
 - Digital fundraising and supporter materials
- Inclusion in selected Trek500 communications and social media activity
- Use of Trek500-branded digital assets to support internal and external promotion
- Invitations to the Trek500 launch event, with the opportunity to meet Campbell Roy and the wider team
- Opportunity to align internal fundraising or wellbeing activity with walking places for your team at stages of your choosing

Getting Involved

Support a section of the journey

Perfect for organisations who want meaningful visibility and a tangible connection to the challenge.



Stage Sponsorship - £500 or minimum fundraising target of same value

- Sponsorship of a designated stage or section of the Trek500 route
- Recognition as Stage Sponsor on the Trek500 webpage and selected digital materials
- Name association alongside your sponsored stage
- Social media recognition during the sponsored stage, including progress updates
- Opportunity to align internal fundraising or wellbeing activity with your sponsored stage with 4 walking places

Join the journey, your way

Walk With Campbell: Individuals, teams and organisations are invited to join Campbell on selected stages of the Trek500 route, walking a section of the Scottish National Trail and completing their own fundraising challenge.



Walk with Campbell - suggested £200 fundraising target per person

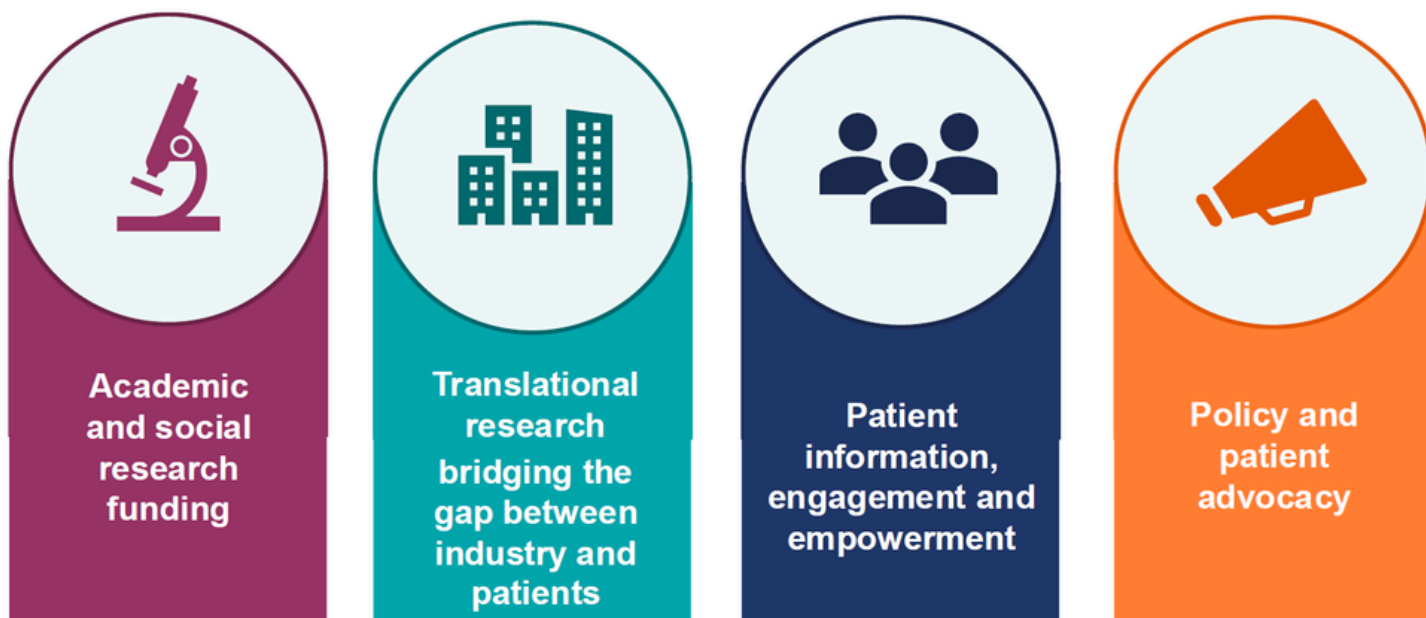
- Choose a stage or number of miles that works for you
- Walk alongside Campbell for part of the route
- Fundraise individually or as a team in support of Prostate Cancer Research
- Be part of a collective challenge tackling 500+ miles together

Prostate Cancer Research (PCR) want to make a world where people are free from the impact of prostate cancer.

They are one of the boldest and fastest-growing medical research charities in the UK. PCR are backing early-stage diagnostics, championing health equity, and driving public and political momentum behind smarter screening and treatment.

Their work is reshaping patient outcomes especially for those most often overlooked. They are focused on saving lives and improving quality of life for patients, families, and their communities.

Prostate Cancer Research works in four key areas;



Why they need your support?



are diagnosed with prostate cancer in their lifetime

170
new cases
a day

1 death
every
40 minutes

At Prostate Cancer Research, they take a holistic approach to tackling this disease from every angle. That means your donation/ fundraising could help pay for essential projects, services, and equipment as well as groundbreaking research and initiatives. Our £50,000 target could help us launch phase 1 of our brand-new patient data platform, Prostate Progress, in Scotland, allowing them to recruit between 2,500 – 3,250 men in Scotland living with or beyond prostate cancer. £200 could facilitate us to recruit 10 men to the platform.

There are many other ways your fundraising will make a big difference:

£2,000

Could pay for one of our Collaborative Seed Grants, offering support to academic researchers at the early stages of their ideas, that could grow into a large scale, fully funded project

£1,000

Could buy a new, state of the art microscope for a research project

£300

Could pay for our Patient & Public Involvement (PPI) Seed Grant, allowing researchers to facilitate research meetings with patients, putting people with a lived experience of prostate cancer at the centre of crucial research

£110

Could fund 90 information booklets to provide men and their families with essential information when faced with a prostate cancer diagnosis at hospitals around the UK

From covering the costs of early-stage researchers to ambitious national campaigns, your fundraising will have a profound effect on the lives of people affected by prostate cancer.

Contact Us

Scan the QR code or visit:
prostate-cancer-research.org.uk/trek-500
for dates, routes and additional details



For all Trek500 sponsorship enquiries please contact:

trek500@assetalliancegroup.co.uk



Scan the QR code or visit:
justgiving.com/page/campbell-roy-trek500forpcr
to donate to Campbell's challenge