



## **Snowdon 500 Challenge**

### **Business and Corporate Sponsorship Opportunities**

Snowdon 500 is a standalone charity challenge event designed to raise funds for the Prostate Cancer Research Centre. The event was first held in 2008 when 400 participants raised £170,000 and again in 2009 when 500 participants (made up of individuals and corporate teams) climbed to the summit of Mt Snowdon, the highest mountain in England and Wales raising £200,000.

### **Snowdon 500 Challenge – Saturday 22<sup>nd</sup> May & Sunday 23<sup>rd</sup> May 2010**

We are now recruiting the 500 participants for the 2010 event which will be held on Saturday 22<sup>nd</sup> May 2010 and Sunday 23<sup>rd</sup> May 2010. The event is being held over 2 days in 2010 due to this year's phenomenal success

#### **How you can help**

The degree of support we are looking for is possible at one or several levels, for example

- Become a sponsor of this event – several packages are available.
- Promoting the Snowdon 500 challenge at your business. Ask your IT Department to place an ad on the staff intranet.
- Putting together a team from your company.
- Donate gifts in kind

#### **In return we will be able to:**

- Promote your business or company brand /logo on the Snowdon 500 web site and provide a link to your own web site
- Display your business or company brand at our stand at the OS Outdoor Adventure Show (Birmingham NEC 27/3/2009 – 29/3/2009) – more than 35,000 visitors expected over the 3 days
- Provide a company / business specific display at the Snowdon 500 start / Finish point (in the grounds of the Royal Victoria Hotel, Llanberis) at the event on 16 May 2009
- Promote your business or company where we can in press / media opportunities.

**Please contact Stacey Mitchell at the prostate Cancer Research Centre ) on 020 7679 9366 to discuss any of these sponsorship opportunities**

## **Prostate Cancer Research Centre (PCRC)**

Prostate cancer is the most common male cancer in the United Kingdom. Each year more than 30,000 men are diagnosed with it and more than 10,000 men die of it – that's one person every 50 minutes.

Despite this, the level of awareness about prostate cancer and its symptoms is far less than that for breast cancer, even though death rates from both cancers are similar. **If prostate cancer is diagnosed early it can be cured.** It is essential therefore that all men know the symptoms of this disease and when to seek help.

The Prostate Cancer Research Centre (PCRC) is based at the Institute of Urology at University College London. It has a worldwide reputation for innovation and discovery in the field of prostate cancer research. Under the leadership of Professor John Masters the Research Centre employs 15 scientists and support staff and needs £1.5M each year to fund its highly respected research programme.

Meeting the cost of carrying out that research is a constant challenge. In order to make the breakthroughs that will improve survival and save lives the Centre has to ensure that funds are in place both now and in the future.

Scientific research into cancer is getting ever closer to finding life saving therapies and cures which will one day conquer this terrible disease, but it is a long and expensive crusade. The money raised by the Snowdon 500 Challenge event will make an important contribution by helping the Prostate Cancer Research Centre continue with it's important programme of work.

PCRC is a registered charity (no. 802505)