

Iain McKenzie's

CAIRNGORM CHALLENGE

APRIL 2024

Six consecutive days | Running 165.7 miles
A **world first** on this route



In aid of the
British Heart Foundation



British Heart
Foundation

**Cairngorm
Challenge**

Iain McKenzie's

Mattioli Woods plc

ONE MAN ONE NATIONAL PARK ONE CAUSE

Many **sponsorship opportunities**

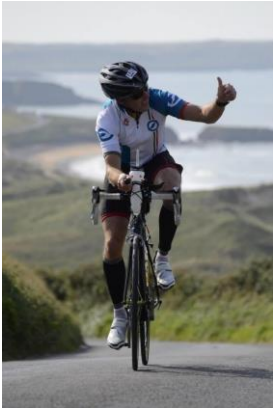


British Heart
Foundation

Iain McKenzie has a track record of pushing the limits of physical and mental boundaries.

- triathlons
- Ironman distance events
- Ironman Wales
- mountaineer
- climber

[Watch the Cairngorm Challenge video here](#)



GETTING YOUR BRAND THANKED

Platform	Reach
LinkedIn	83,656
Facebook	622,000
Twitter	318,614
Instagram	85,369
Website	3,517,300 unique visitors per month
Editorial	BHF – Heart Matters read by over 400,000

As a sponsor, we get your brand noticed as we harness the potential combined reach of Mattioli Woods plc and British Heart Foundation followers.

MUNROE PACKAGE main sole sponsor

	Monroe £25,000	Highland £10,000	Glen £5,000	Bonnies £2,500
Main sponsor of the six consecutive days challenge – your logo on front of sports cap, running socks and shorts, and mentions in social media campaign	✓			
Partner sponsor on one of the six consecutive days* challenge – logo on back of cap and shorts, and mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>		✓		
Associate sponsor on one of the six consecutive days* challenge – mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>			✓	
Pre-event interview featuring your company and inclusion of your company's good luck messages	✓	✓		
Your brand featured in Iain's daily video blog	✓			
Company name/logo on front of race shirt, plus back of shirt where logo sits at the top of shirt for premium visibility	✓			
Company name/logo on back of race shirt, middle of shirt		✓		
Company name/logo on back of race shirt, small/bottom of shirt			✓	
Company name/logo displayed on the challenge website page with a link to your company website	✓	✓	✓	✓
Company logo large displayed at start/finish line and on sponsor backdrop for filming	✓	✓	✓	
Shout outs on Mattioli Woods' social networking pages with engagement from the British Heart Foundation	✓	✓	✓	✓
Company merchandise used in promotional shots, e.g. your logo on brollies, water bottle as agreed with you	✓			
Tailored sponsorship package item, as agreed between sponsor and race organisers	✓	✓		
Opportunity to run with Iain on a pre-agreed stretch of the route	✓			
Access to RevivR, the BHF's free tool that can teach your employees and their families (in 15 mins with just your phone and a cushion) how to save a life, courtesy of the British Heart Foundation; plus, a dedicated facilitated session at your head office	✓			
Regional press mentions in Scotland and likely that your company will have national press and TV mentions as main sponsor; please note Highland and Glen sponsorship packages will have regional press mentions in Scotland only	✓	✓	✓	
Invite to the start line reception and end of race celebration; main sponsor 6 places, all other packages up to 2 places per company to network and celebrate	✓	✓	✓	✓

HIGHLAND PACKAGE partner sponsor

	Monroe £25,000	Highland £10,000	Glen £5,000	Bonnies £2,500
Main sponsor of the six consecutive days challenge – your logo on front of sports cap, running socks and shorts, and mentions in social media campaign	✓			
Partner sponsor on one of the six consecutive days* challenge – logo on back of cap and shorts, and mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>		✓		
Associate sponsor on one of the six consecutive days* challenge – mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>			✓	
Pre-event interview featuring your company and inclusion of your company's good luck messages	✓	✓		
Your brand featured in Iain's daily video blog	✓			
Company name/logo on front of race shirt, plus back of shirt where logo sits at the top of shirt for premium visibility	✓			
Company name/logo on back of race shirt, middle of shirt		✓		
Company name/logo on back of race shirt, small/bottom of shirt			✓	
Company name/logo displayed on the challenge website page with a link to your company website	✓	✓	✓	✓
Company logo large displayed at start/finish line and on sponsor backdrop for filming	✓	✓	✓	
Shout outs on Mattioli Woods' social networking pages with engagement from the British Heart Foundation	✓	✓	✓	✓
Company merchandise used in promotional shots, e.g. your logo on brollies, water bottle as agreed with you	✓			
Tailored sponsorship package item, as agreed between sponsor and race organisers	✓	✓		
Opportunity to run with Iain on a pre-agreed stretch of the route	✓			
Access to RevivR, the BHF's free tool that can teach your employees and their families (in 15 mins with just your phone and a cushion) how to save a life, courtesy of the British Heart Foundation; plus, a dedicated facilitated session at your head office	✓			
Regional press mentions in Scotland and likely that your company will have national press and TV mentions as main sponsor; please note Highland and Glen sponsorship packages will have regional press mentions in Scotland only	✓	✓	✓	
Invite to the start line reception and end of race celebration; main sponsor 6 places, all other packages up to 2 places per company to network and celebrate	✓	✓	✓	✓

GLEN PACKAGE associate sponsor

	Monroe £25,000	Highland £10,000	Glen £5,000	Bonnies £2,500
Main sponsor of the six consecutive days challenge – your logo on front of sports cap, running socks and shorts, and mentions in social media campaign	✓			
Partner sponsor on one of the six consecutive days* challenge – logo on back of cap and shorts, and mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>		✓		
Associate sponsor on one of the six consecutive days* challenge – mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>			✓	
Pre-event interview featuring your company and inclusion of your company's good luck messages	✓	✓		
Your brand featured in Iain's daily video blog	✓			
Company name/logo on front of race shirt, plus back of shirt where logo sits at the top of shirt for premium visibility	✓			
Company name/logo on back of race shirt, middle of shirt		✓		
Company name/logo on back of race shirt, small/bottom of shirt			✓	
Company name/logo displayed on the challenge website page with a link to your company website	✓	✓	✓	✓
Company logo large displayed at start/finish line and on sponsor backdrop for filming	✓	✓	✓	
Shout outs on Mattioli Woods' social networking pages with engagement from the British Heart Foundation	✓	✓	✓	✓
Company merchandise used in promotional shots, e.g. your logo on brollies, water bottle as agreed with you	✓			
Tailored sponsorship package item, as agreed between sponsor and race organisers	✓	✓		
Opportunity to run with Iain on a pre-agreed stretch of the route	✓			
Access to RevivR, the BHF's free tool that can teach your employees and their families (in 15 mins with just your phone and a cushion) how to save a life, courtesy of the British Heart Foundation; plus, a dedicated facilitated session at your head office	✓			
Regional press mentions in Scotland and likely that your company will have national press and TV mentions as main sponsor; please note Highland and Glen sponsorship packages will have regional press mentions in Scotland only	✓	✓	✓	
Invite to the start line reception and end of race celebration; main sponsor 6 places, all other packages up to 2 places per company to network and celebrate	✓	✓	✓	✓

BONNIES PACKAGE

	Monroe £25,000	Highland £10,000	Glen £5,000	Bonnies £2,500
Main sponsor of the six consecutive days challenge – your logo on front of sports cap, running socks and shorts, and mentions in social media campaign	✓			
Partner sponsor on one of the six consecutive days* challenge – logo on back of cap and shorts, and mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>		✓		
Associate sponsor on one of the six consecutive days* challenge – mentions in social media campaign <i>(*choice of day based on first come, first served basis)</i>			✓	
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Your brand featured in Iain's daily video blog	✓			
Company name/logo on front of race shirt, plus back of shirt where logo sits at the top of shirt for premium visibility	✓			
Company name/logo on back of race shirt, middle of shirt		✓		
Company name/logo on back of race shirt, small/bottom of shirt			✓	
Company name/logo displayed on the challenge website page with a link to your company website	✓	✓	✓	✓
Company logo large displayed at start/finish line and on sponsor backdrop for filming	✓	✓	✓	
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ALTERNATIVE OPPORTUNITIES

Aside from the fundraising that sponsorship packages cover, we have other essential items/services that incur costs. To help raise as much money for the BHF as possible, could you help towards the cost of one or more of the below?

Unique options

Accommodation	This will cover the cost of 1 to 6 nights' stay for Iain at local hotel providers	£150p/n
Radio sponsor	Helping the safety team to stay in contact with Iain during the race	£500
Support vehicle	To transport Iain to the start points each day, be safety support and transport Iain to accommodation each night	£800
Physio sponsor	To provide physio support	£500
Sponsor board	Features every sponsor's logo as a photo backdrop, you could sponsor this for a prominent feature	£1,000

We will work with you to create **unique branding** opportunities on the above items to showcase and thank your company.

The Cairngorm challenge will raise funds for **two** specific British Heart Foundation research projects, totalling **£250,000** – these two projects have the following aims:



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AIM ONE

HOW DO ORAL
BACTERIA CHANGE,
PUTTING US AT RISK
OF A HEART
ATTACK?



British Heart
Foundation

AIM ONE

How do oral bacteria change, putting us at risk of a heart attack?

Every five minutes, someone in the UK is admitted to hospital with a heart attack. We know gum disease makes heart attacks more likely, but there is no clear explanation of how, and this means there are no treatments to reduce the risk.

Dr Karolin Hijazi knows that a certain harmless oral bacteria can switch to become dangerous, contributing to fatty deposits in our blood vessels and making a heart attack more likely.

Many genes are involved in the progression from harmless to dangerous, and Dr Hijazi believes many of these genes are controlled by one mechanism. If she can reveal it, she may reveal a new target for drugs that could make heart attacks less likely for those with gum disease.

Mattioli Woods aims to raise enough to fund these projects to completion. Any sponsorship over the funding required to complete these projects will go to general funding for the BHF.

AIM TWO

DOES THE IMMUNE
SYSTEM CONTRIBUTE
TO DIABETIC EYE
DISEASE?



AIM TWO

Does the immune system contribute to diabetic eye disease?

One of the most common symptoms of diabetes is damage to the small blood vessels of the eyes. This 'diabetic retinopathy' can lead to permanent damage in the retina, and potentially lead to blindness.

But what if we understood the early signs of **diabetic retinopathy**?

Professor Mirela Delibegovic and her team want to explore how white blood cells are involved, as we know they play a role in the early stages of diabetes.

Professor Delibegovic has shown that a molecular switch can turn on inflammation by activating white blood cells. She is now testing whether the same switch could be activating inflammation in the early stages of diabetic eye damage.

If her theory is correct, she will then test a drug that can block this particular molecule.

If successful, this research could represent a significant step in slowing the damage and loss of vision experienced by too many diabetics today.

Mattioli Woods aims to raise enough to fund these projects to completion. Any sponsorship over the funding required to complete these projects will go to general funding for the BHF.

The British Heart Foundation is the official charity of the Cairngorm Challenge.

The charity funds around £100 million of research each year into all heart and circulatory diseases and the things that cause them. Heart diseases, stroke, vascular dementia, diabetes – they're all connected, and they're all under its microscope. Its vision is a world free from the fear of heart and circulatory diseases; a world without heartbreak.

Could your company become a heart hero and partner with us?

Register your sponsorship interest via:

Joanne Spain, Events and Sponsorship Manager
joanne.spain@mattioliwoods.com
07384 460593

events@mattioliwoods.com

To guarantee your logo placement on the sports apparel worn by lain, please ensure you have confirmed your sponsorship with us and sent through a high-resolution version of your logo by 29 March 2024



**British Heart
Foundation**