



A measurable physical activity initiative
for your school

Local sponsorships for YOUR GM License



***Sponsor** = A franchisee or existing licensee can source a sponsor to cover the territory in which they operate.

***SLA** = The Golden Mile will produce a tri-party Service Level Agreement (SLA) for all parties. This will ensure legal protection.

Sponsor benefits include:

- Extensive PR and Ambassador opportunities.
- Piggy-back the excitement of London 2012 and capitalise on the legacy programme.
- Support the local community by encouraging young people to be fit and active.
- Ideal for prominent local companies who care about the community.
- Inexpensive way of generating great PR.

As headline sponsor you will generate:

- Direct Exposure to Participating Children & Families across a chosen geographical area.
- Direct Exposure to primary schools.
- Direct Exposure to Teachers in Participating Schools.
- Ambient Exposure to Participating Children and Teachers & the wider community.