



## Use Your Senses 5K 2017 Pitch Information Pack

Guide Dogs is a working name of The Guide Dogs for the Blind Association.  
Registered Office: Hillfields, Burghfield Common, Reading, Berkshire, RG7 3YG.  
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### Book your pitch space at one of our brand new events – Use Your Senses 5K 2017!

#### What is Use Your Senses 5K?

The charity Guide Dogs are excited to be launching 'Use Your Senses', a brand new 5K fun run, with a difference! Unlike other 5K runs, around the course our Sense Stations will surprise those senses. Participants could find themselves experiencing a taste challenge, running in to a sea of scented bubbles or enjoying the harmonies of a choir.

Use Your Senses 5K is open to everyone so whether participants want to take part with their family, friends or work colleagues, this event is suitable for everyone. Run it, skip it or walk it to team up with the Five Senses family and change the lives of families living with sight loss.

#### The audience

- 🐾 We expect 300-500 participants at each event.
- 🐾 The primary target audience we envisage to be families.

#### The events

We will be launching Use Your Senses 5K in 2017 with four events:

- 🐾 Glasgow Green, Glasgow - 3 September
- 🐾 Telford Park, Telford - 30 September
- 🐾 Fairlands Valley Park, Stevenage - 14th October
- 🐾 Sutton Park, Birmingham - 3 December

Each event will have an Event Hub where pitches will be located. Space for each event is limited and we will endeavour to ensure there is no excess duplication of products or services so that you have the best possible exposure. Applications will be assessed and confirmed in advance of each event.

#### Pitch options

£20 (Exc. of VAT)	£35 (Exc. of VAT)
<ul style="list-style-type: none"> <li>🐾 3x3m open space pitch</li> <li>🐾 2 x exhibitor passes</li> </ul>	<ul style="list-style-type: none"> <li>🐾 6x3m open space pitch</li> <li>🐾 2 x exhibitor passes</li> </ul>

Extra passes - £10 (Inc. of VAT) per ticket

## Open space only

There are a limited number of free-standing spaces available. Traders will need to provide their own suitable hardwearing covers (no party gazebos). These must be suitably weighted on ALL four legs, appropriate for outdoor use and able to withstand strong winds if necessary.

**Please note:** All pitches will be checked prior to the start of the event and failure to comply could result in closure of the stand.

## Event Specification

- 🐾 Trading hours are 10am – 4pm. There is NO vehicle movement permitted on site after 9am.
- 🐾 Set up on the day from 7am. Vehicle curfew at 9am.
- 🐾 Parking requirements will be confirmed in your pre event information if your application is successful.
- 🐾 All pitch holders will be required to submit relevant Risk Assessment & Insurance documents with the application form.
- 🐾 No electrics will be provided within the pitch.
- 🐾 Alcohol is not permitted at the event.

## Payment Information

If your application is successful, you will be contacted to make payment over the phone. Payments will be processed via credit or debit card and is non-refundable.

Your booking will only be confirmed once payment is made.

## Sponsorship opportunities

There are a number of fantastic sponsorship and branding opportunities at these events – from goody bags to Sense Station sponsorship, we'd be happy to talk through your individual requirements.

## Interested?

To apply for a pitch, please complete our **Pitch Request Booking Form**.

To find out more about sponsorship, sampling in our goody bags or if you have any questions about these events please contact [meggie.cook@guidedogs.org.uk](mailto:meggie.cook@guidedogs.org.uk)

