

Make your event entertaining



Putting on entertainment will add to the atmosphere of your Sainsbury's Sport Relief Mile, keep the spectators entertained and create what we call the Sport Relief experience. To create the best experience for everyone involved in the Mile why not consider putting on entertainment that falls in to our favourite themes?



Family fun

It's all about offering something that appeals to both children and adults – think face painters, jugglers, stilt walkers etc.

Sporting challenge

As Sport Relief is inclusive and all encompassing why not offer a range of challenges suitable for all? You could ask your local football club to run a penalty shoot out or you could ask some of your volunteers to organise a welly wanging competition!

Festival celebration

We're thinking cheerleaders, steel drum bands, and anything else that's got that 'wow' factor. You know the kind of thing!

Urban cool

This is where we can really celebrate what's happening in our urban spaces... From free runners, powerbockers, bike polo players, and skateboarders, to beat boxing, street dancing, and graffiti artists, the sky's the limit so get creative!

When choosing entertainment you should consider:

- What is appropriate for the event
- Any costs involved
- Space and logistics
- Whether you need local authority permission or music licences.

“Even though the event was relatively small, there was plenty of things going on throughout the course of the day. The church opened one of its rooms to host a small cafe for the supporters, an ABBA tribute band geared up the crowds ready for the race to start, and a couple of Bournemouth's football players, accompanied by mascot Cherry-Bear, came down to offer support for the day” Rev Andy Rimmer **Merley Mile Organiser**