

Working with our partners



The wonderful Sainsbury's is the headline sponsor of the Sainsbury's Sport Relief Mile for another campaign. Their incredible generosity once again gives Milers across the country the chance to raise money for Sport Relief. In addition to sponsoring the Mile, individual Sainsbury's stores up and down the country will be doing their bit to go the extra mile and raise tons of cash for Sport Relief.

Why not get in touch with your local Sainsbury's store and invite them to get involved in your Mile event? Here are a few suggestions for how they might be able to support you:

Volunteers

The fantastic staff at Sainsbury's are huge supporters of Sport Relief too so why not see if some of the staff from your local store fancy coming along on the day to help out? With medals to hand out, routes to be marshalled and a whole lot more, you're bound to need extra pairs of hands and the staff at Sainsbury's could be just the people for the job.

Promoting your Mile

Ask your local Sainsbury's if they'll display some of your Mile posters and flyers for you. Placing flyers at the Customer Services desk, at till points and in the staff area will raise awareness of your Mile and could help to get a load more people along on the day.

Sport Relief merchandise

Sainsbury's **SPORTSDIRECT.COM**

This year we have another fabulous range of Sport Relief merchandise – including the magnificent Socks, water bottles and wristbands – available in Sainsbury's stores, a sporty T-shirt from Sports Direct and everything available in the Sport Relief online shop.

Your local Sainsbury's may be keen to set up a shop at your event selling Sport Relief goodies to all of your Milers – not only will this help to raise even more money for Sport Relief but it will also add to the overall event experience.

Things to bear in mind...

If you're thinking about offering refreshments at your event try to buy from Sainsbury's wherever possible. While it isn't always possible, if you ask your local store nicely they may even be able to donate some!

Always approach the store directly rather than Head Office and try to speak to the Store Manager or Customer Services Manager as they'll be the best people to offer assistance or suggestions on how they could get involved. Visit www.sainsburys.co.uk to find contact details for your local store.

Although Sainsbury's are hugely supportive of Sport Relief and all of the Sainsbury's Sport Relief Miles, due to possible other commitments we can't guarantee that your local store will always be able to help at your event.

