

TWILIGHT RUNWAY CHALLENGE



A unique, iconic fundraising event by
The Community Matters Partnership



2024

**COMMUNITY
MATTERS**
PARTNERSHIP

"Alone, we can do so little; together, we can do so much."



The Twilight Runway Challenge

In June 2010, around 20 intrepid participants made their way round the 5k circuit as the sun was setting on the extensive runways at Farnborough Airport. Here, amid an impressive galaxy of gleaming aircraft, the Twilight Runway Challenge was born.

The Twilight Runway Challenge is the iconic flagship fundraising event for the Community Matters Partnership or CMP. It has been held annually since its inception, over which time it has steadily grown both in the number of participants but also in its ambitions.

In contrast to the first Twilight, in 2024 nearly 1,000 participants ran, walked, scooted, cycled, even skated around the circuit in support of many charity partners and countless good causes.

Twilight moved from Farnborough to Blackbushe Airport in 2022 but the essence of this magical, family friendly, unique occasion remains unchanged: huge skies, huge smiles and all in aid of the community.

CMP is a registered charity and social enterprise which helps connect businesses with communities. CMP generates 100% of its income through its community programmes and projects, designed to help beneficiaries primarily in Hampshire, Surrey and Berkshire.

As Twilight enters its 15th year, it is estimated that Challengers have completed a staggering 323,000 kilometres of runway since it began in Farnborough – an incredible 200,000 miles or eight times round the world!

And every step of this incredible journey has been taken in support of hundreds of good causes. Here are just some of the 35 local schools and charities that benefited in 2024:

Aerobility

Challengers

**Chloe's & Sophie's
Special Ear Fund**

Maggie's

Mustard Seed Autism Trust

**Oak Farm Leisure
& Activity Club**

Parity for Disability

The Source

Yateley Industries

York Road Project

Our impact

Twilight in numbers

200,000+

miles run for good causes

5,600 challengers

participating since 2010

£50,000+

raised for good causes in 2024

323,000

kilometres of runway covered

44 charities

supported in 2024

960 participants

in 2024

£500,000 raised

for good causes since 2010



Become a Member of CMP

The Community Matters Partnership - or CMP - is a dynamic, enterprising charity helping companies in Berkshire, Hampshire and Surrey to get active in their communities.

CMP provides a fully-managed diverse range of corporate volunteering plus community fundraising events. Involvement with these activities enables companies of all sizes to demonstrate their corporate social responsibilities and active commitment to social good.

To join this partnership and to explore the range of benefits Membership offers to companies, please contact us.

cmpp.org.uk
hello@cmpp.org.uk
0300 777 2019

How can you help us?

Becoming a sponsor connects your company directly with a unique community event. Your business will benefit from exciting opportunities to engage staff, clients, family and friends.

Sponsorship opportunities

Headline sponsors of the 3, 5 or 10k runs	£2,000
Medal sponsor	£2,000
Lanyard/ribbon with corporate name and logo	
Running number sponsor	£1,500
With company name and logo	
Sportage (start/finish line) sponsor	£1,500
Company banner attached	
Event toilets sponsor	£1,500
(Very glamorous!)	
Media and PA sponsor	£500
Face painting or bouncy castle sponsor	£500

Sign up for TRC 15

**TRC15 will take place on
Saturday 20 September at
Blackbushe Airport.**

Participating could not be easier.
Simply sign up online at:

twilighchallenge.co.uk/event-details

All our Twilight sponsors enjoy these benefits:

YOUR logo, plus link to your website on the Twilight website

YOUR name in all pre-event and post-event emails to participants

Social Media 'shout out' before, during and after event

the option of having a stall at the event to hand out flyers and/or merchandise

post-Twilight impact analysis: good causes supported, funds raised

Headline sponsors will in addition:

be given a 'Proud sponsors of Twilight' banner to display outside your premises

the option to bring branded vehicle and publicity banner to Twilight

5 free tickets and 25% discount for all employees including their family members



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