

Corporate Partnership & Sponsorship Opportunities

We strive to build strong, mutually rewarding partnerships that bring great benefits to both your business and Tapping House.



About Us

We believe in **living life to the end** and bringing joy to patient's lives. We work with everyone as an individual, supporting them on each step of their journey through our outpatient unit, our inpatient unit, and in their own homes to **live a good life** and achieve a good death, in their place of **choice**. We also work with families along the way and offer bereavement support. We are a charity and the only independent Hospice in this part of the UK, which enables us to deliver the most **compassionate**, dynamic and proactive **rest-of-life care**. As such we are a centre of clinical **excellence** in the region and further afield, recognised at the forefront of education in palliative care for over 40 years. Each year the Hospice **costs £6.8 million to run** with less than 24% funded by the government. This means each year **we need to raise £5.2 million** to continue to provide the care services to our local community.

We rely on the support of businesses and organisations within our community to continue our care. We strive to build strong, mutually rewarding partnerships that bring great benefits to both your business and Tapping House.

Our Vision

Every person affected by a life-limiting condition will be offered choice and access to excellent rest-of-life care and bereavement support.



A message from our Corporate Fundraising Manager...

We know that as a business you realise the importance and benefits of having a charitable element to your organisation, you want to play your part in supporting the work of charities and give back to the communities you serve. But with so many charities out there, all doing such worthwhile work why choose Tapping House?

Tapping House is a truly local charity, the money raised in this area for the Hospice, stays here and directly benefits local people and their families. People who live and work in the same communities that your businesses operate in. Our patients and their families aren't faceless people you will never meet, but they are your customers, clients, suppliers – your employees and work force. Maybe even your own family and friends. Most people living in this area know someone whose lives we have touched. That's the beauty of Tapping House, a local charity for local people.

Being on your doorstep also means you can really become a part of the Tapping House community through our partnership. We'd love nothing more than to invite you and your teams in to see first-hand the incredible rest of life care that happens at Tapping House. There are also countless volunteering opportunities both at the hospice and at our events that employees can get involved in as a way of giving back and an opportunity for team building days. You can really get to know the charity you are supporting and the impact you are having, and we can build relationships with you and your teams.

We know that all businesses are different, and the ways in which you like to, or are able to support charities are unique to you. At Tapping House we have a wide variety of opportunities for you and your teams to get involved in from sponsorship to volunteering and marathons to sky dives, there really is something for everyone. Together we can build a programme of activity that not only fulfils your CSR policies but engages your employees and demonstrates that you are a compassionate and caring organisation.

Lindsey Atkin



Email: lindsey.atkin@tappinghouse.org.uk

Why partner with Tapping House?

Your Corporate Identity and Brand Awareness

Having a charitable element to your company can be the building block of your brand, it demonstrates that you are an honest and ethical business. Customers and staff will perceive you as a company that cares for and supports its local community. Association with us as a recognised and respected charity can increase your customer loyalty and brand awareness.

We enjoy working with corporate supporters at all levels, whether it's a one-off activity, offering volunteering hours, engaging your team with employee fundraising, or a longer-term Charity of the Year partnership.

Happier employees

Getting involved in employee volunteering or sponsorship opportunities offers wonderful benefits for both employers and employees, creating a positive impact for everyone involved. Employers can strengthen their teams, boost employee morale, and enhance their brand reputation by showing a genuine commitment to making a positive impact in the community.



Charity of the Year Partnership



When you choose Tapping House as your Charity of the Year we can work together to build a personalised programme of support that fulfils your needs as a business and creates opportunities for your teams to engage in meaningful activities.

We are also on hand to provide guidance and help with your plans for fundraising. We have a variety of promotional materials such as collection buckets and tins, banners, t-shirts, pens and leaflets to help publicise your support.

We'd be delighted to welcome you to our Hospice, give you a tour of our services, and show you exactly where your generous fundraising efforts go.



"Tapping House became our Charity of the Year in January 2025. We have had great pleasure in fundraising, volunteering at the Tulips for Tapping and Dragonfly Meadow events and providing as much assistance as possible where needed. Working with Tapping has provided a strong sense of purpose for Bespak employees and associated family and friends, the opportunity to make a tangible difference to this amazing charity in our local community through a great working partnership". Wendy Fowler, Bespak

Volunteering



Volunteering at the Hospice or at events lets employees support a cause they care about, connect with the community, and enhance communication, confidence, teamwork, and company culture.

"This spring, our small but mighty team from Hawkins Ryan headed out to the beautiful tulip fields to volunteer, as visitors came to look at the fantastic display, all in support of a cause close to our hearts - Tapping House.

We joined forces with other volunteers to man the entrance gate and direct cars and generally help where we were needed, raising vital funds for the hospice's incredible work supporting patients and families across our community. The sun was shining, the fields were bursting with colour, and the atmosphere was full of laughter, teamwork, and purpose.."

Elaine Oliver, Hawkins Ryan



Sponsorship



Why sponsor a Tapping House event?

Sponsorship and marketing opportunities at events give you positive publicity and increased brand exposure. Your logo, staff and messages can feature at our high profile events, on our marketing materials and across our socials to thousands across our community.

Partnering with businesses and organisations enables us to cover some, if not all, of the costs of our fundraising activities. This means that more of the money raised goes directly to funding our care.

Association with us as a recognised and respected charity can increase your customer loyalty and brand awareness. There can also be many positives for your employees through building stronger teams and improved morale. Your reputation can grow through your commitment to making a difference in our local community.

Our events have a great reputation locally and now also nationally! A partnership with us can be seen on our website and social media platforms reaching over 15,000 people.



Please see the back of this booklet or our website for current opportunities

Challenge Events



Taking part in a challenge can be a brilliant way of pushing yourself and your employees to tick off bucket list dreams. Taking part as a group is also a fantastic team building opportunity. You can choose skydives, marathons or mountain walks, there are a range of opportunities for teams or individuals.

We can provide you with a Tapping House branded top to wear during your challenge.

Scan the QR code to see our latest opportunities.



"At Russen & Turner, we've always believed in supporting the community that supports us, and Tapping House is such an important part of that. The care they provide touches so many lives across West Norfolk, so when we were looking for a cause to run the GEAR 10K for, the choice was easy. Taking part as a team was fantastic – a great mix of personal challenge and shared purpose – and raising over £1,500 along the way was the icing on the cake. Knowing that every pound helps Tapping House continue its incredible work made every step worth it."



Compassionate Communities



The care we provide at Tapping House touches lives far beyond the walls of our Hospice. We promote and celebrate kindness and compassion within local communities, as part of the expanding Compassionate Communities social movement, to help people feel more supported through tough times like serious illness, caring, dying or after the death of someone close. Our hope and aim is that we all feel able to play a part in supporting those around us, and with that create healthier and more compassionate communities.

The aim of these workshops is to raise awareness of end of life issues, improve confidence in talking about serious illness, death and dying, and offer practical support in how community groups, organisations, business and schools can provide compassionate support to those around them.

We can offer:

Compassionate
Friends
Workshop

Compassionate
Workplaces
Workshop

Getting Your
House in
Order Talk.

*Smith and Pinching Financial Planners - Louise Dunbar
Training and Development Manager said*

'The feedback from the team has been very positive. They found the session informative and thought-provoking and the guidance you provided on resources available is extremely helpful.

It is important for us to support our clients in all ways that we can and sessions like yours help us to do this.'

Other ways to get involved...



Host your next meeting with us We have various rooms available to hire. Whether you're planning a team meeting, virtual training sessions or presentations, our space is equipped to meet your needs. Our wonderful catering team can offer a wide range of delicious lunches and refreshing beverages, tailored to your individual requirements.



Events We host our own events throughout the year which can be brilliant opportunities for team building days or corporate entertaining. From golf days to Tulips for Tapping and everything in between, talk to us about our upcoming events and how you can get involved.



In Aid of Events You can also hold your own events in aid of Tapping House. These can be existing or new events, with an added fundraising element. Popular events include quizzes, bake sales or even go karting!



Gifts in Kind By donating products or services, you can help us save money on operational costs so more funds can go directly to patient care. Whether its printing, catering, professional services or materials, your business can play a crucial role in keeping Tapping House operating smoothly.



Payroll Giving Payroll giving is a simple, tax-efficient scheme, which allows employees to give money to a UK registered charity of their choice by having a deduction taken straight from their gross pay. Every employer in the UK can start a Payroll Giving scheme, no matter the size of your business or industry type.



Regular Giving As a business, it might be that the simplest way for you to support us is by committing to a regular donation to the Hospice. By setting up a monthly donation you can be . This kind of donation also helps us to forecast our income and therefore plan for the future.



Donate Days Each bag of donations is worth approximately £30 when sold in our charity shops. Hold a Donate Day at your work place and oust your unwanted items. 20 bags would add £600 to your fundraising target!



Can Recycling Your workplace can collect empty drink cans which we can recycle. 840 cans would add around £120 to your fundraising target!



2026 Sponsorship Opportunities

Tulips for Tapping Event Sponsorship

For the 6th year running Tapping House will be opening a Tulip field near Sandringham to the public for 10 days in the Spring. So far the event has raised over £1 million for our care and we anticipate this year to be bigger and better than ever with over 30,000 visitors expected.

Headline sponsorship for this one-of-a-kind event is available for £5,000.



This is a fantastic opportunity for your business to be associated with a nationally recognised event, where visitors travel from all over the UK and beyond.

You will benefit from:

- Logo or name on all Tulips for Tapping advertising & publications. This will also include the event page of our website.
- Logo on Tulips for Tapping information leaflet – given to all event attendees
- Trade/advertising stand for all 10 days of the event
- Advertising banners and/or flags at prominent locations throughout the site (banners / flags to be provided by you)
- 10 pairs of corporate tickets to the event



Banner advertising

We are also offering 10 days of advertising space to well over 30,000 people for £200. Banner sponsors will also receive 2 open dated complimentary tickets to the event.



Volunteer Thank You Event

During National Volunteers Week in June we like to take the opportunity to thank our dedicated volunteers who give up their time freely to support the Hospice. We have over 400 volunteers who work in all areas of the charity varying from retail, reception, gardening, bereavement support and more.

These wonderful people contribute over 50,000 hours a year, therefore, this event is an important opportunity for us to show our gratitude. You can demonstrate your support of our volunteer army. By covering the costs of this event you are helping us to spend more money on patient care.

Headline sponsorship £1,500

10 table sponsors at £150 each.

Tapping House Ball



**Saturday 26th September
Kings Lynn Corn Exchange**

Table sponsor £200

Your company logo will be displayed on the table you have sponsored as well as being included on the electronic advertising board in the foyer of the Corn Exchange.



Tapping House Golf Day

King's Lynn Golf Club

Friday 18th September

Headline Sponsor - £1,750

This includes the following:

- Team entry for 4 players
- Advertising at 2 prime locations on the course
- Full page advert in our golf day programme
- Social media coverage
- An opportunity to display promotional material at the event
- Choice of starting hole

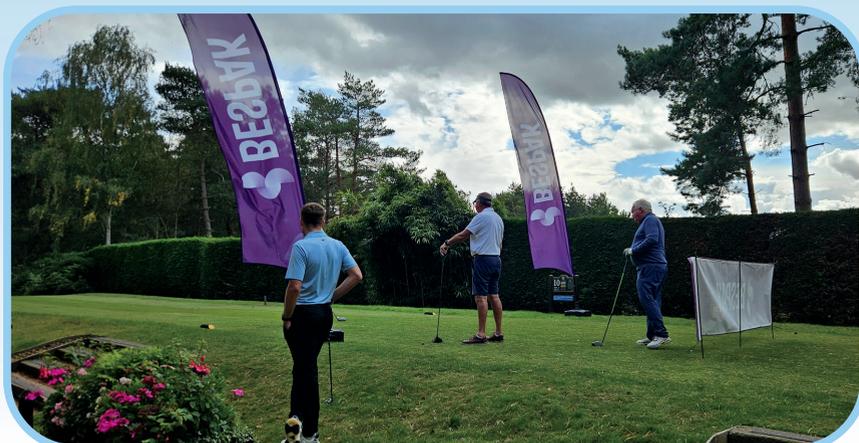
SOLD OUT

Sponsor a Hole - £150

- Banner advertising at 1 location on the course
- Half page advert in our golf day programme



Team Entry for 4 - £280







Shine A Light on Tapping House Star Sponsorship

Show your support for our established Light Up a Life campaign by sponsoring a light up star on the front of our building during December. This Christmas, the front of the Hospice building will be home to stars that will be shining brightly for our patients, their loved ones and our staff and volunteers.

Your sponsorship includes:

- You and your team will be invited to our official switch on event.
- This will be a fabulous festive evening with mulled wine, mince pies and Christmas music. You will have the opportunity to enjoy the wonderful lights as well as learning more about how your support will benefit our patients and their families
- Your star will shine brightly outside the front of the Hospice throughout the month of December



- Your star will be identified with a bespoke gift tag with your company name or logo
- Sponsors of a larger star will be offered a tour of the Hospice for up to 5 members of staff
- We will celebrate all our kind star sponsors on our website and via social media where we will tag your organisation. We have a reach of over 15,000 people
- We will provide you with a photo of your star with a Hospice nurse so that you can share your generous sponsorship with your clients, customers and followers
- Your star will be seen by our supporters who attend the Light Up A Life service at Tapping House

Stars range from £500 to £2,000 depending on size.

Early Bird Offer



Tulip Banner Sponsorship



**Table Sponsorship at Tapping
House Ball**



**Sponsor a Hole at our Annual
Golf Day**



**Volunteer Thank You Table
Sponsorship**

ALL FOR £600 ... SAVING YOU £100

Sign up by 1st April



Be part of something amazing this year with Tapping House

We have found that corporate partnerships work best when we find ways that you can support us whilst fitting around your business objectives and skills. We'd be delighted to welcome you to our Hospice, give you a tour of our services, and show you exactly where your generous fundraising efforts go. At the end of the partnership, we will arrange a cheque presentation photograph either at the Hospice or at your work place. This can then be publicised in local press and on socials. You will also be presented with a certificate to display. We have a variety of promotional materials such as collection buckets and tins, banners, t-shirts, pens and leaflets to help publicise your support.



Looking for more ways to get involved?

Get in touch to discuss all opportunities to support us, including:

- Corporate Volunteering
- Charity of the Year
- Challenge Events
- Sponsorship

Lindsey Atkin, Corporate Fundraising Manager

Email: lindsey.atkin@tappinghouse.org.uk

Call us on: 01485 601701

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