PARTNER WITH SLLC!

Panto sponsorship

The Town House and Rutherglen Town Hall host a family Pantomime annually, which is produced by SLLC and New College Lanarkshire. It offers an affordable option for families in South Lanarkshire and beyond. With over 30 performances and a potential audience reach of over 16,000, it is an ideal opportunity for your business to increase your brand visibility and connect with our customers within South Lanarkshire.

Benefits

- Featured page in the Panto Programme, on sale to large audiences.
- Company logo featured on all promotional material.
- An agreed number of social media posts on our SLLC page.
- Listing on our Partnership webpage, with a link to your company website.
- A company mention at the start of every performance.
- X10 Complimentary tickets to a performance of your choice at both venues. Includes Pre-show and Interval drinks and nibbles in one of our corporate suites.
- X20 Complimentary tickets for a local Community Group to attend a performance of their choice free of charge.

Increase brand awareness.
Build community engagement, trust and appreciation.
Option to tailor the above package to meet the Businesses individual needs/ objectives.

Cost – £8,000 (plus VAT)

Family Fitness events sponsorship, see page 2.

SOUTH LANARKSHIRE
Leisure & Culture

www.slleisureandculture.co.uk

South Lanarkshire Leisure and Culture SCIO is a recognised Scottish Charity, No. SC032549

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Family fitness events sponsorship

Family Run of Colour @ Calderglen Country Park 26 July 2026 & Mud Madness @ Chatelherault Country Park on 4 October 2026.

The Family Run of Colour is an annual, non-competitive, family friendly event held at Calderglen Country Park, where participants can walk, jog or run a 2km route. They pass through coloured powder zones and fun obstacles. This event has been running for 5 years and is becoming increasingly popular year on year, with over 1,000 attendees in 2025.

Mud Madness is an annual mud obstacle race family event, held at Chatelherault Country park. It features a 1km mini run for younger children (ages 4–11) and a 5km family run for older participants. It includes waterslides, obstacles and a dip in the River Avon.

The event is extremely popular with families; Community groups and organisations and groups of friends, who return each year to take part.

Benefits

- Company logo on all promotional material (printed literature, subject to timescales of confirmation of sponsorship)
- Company mention/logo included in paid social media campaign, with a guaranteed reach.
- Listing on our Partner/ Sponsorship webpage, with link to your company website. We currently have over 957,000 active website users.
- x2 sets of complimentary family tickets for each event.
- x2 sets of complimentary family tickets for each event that can be gifted or used in a Prize draw.
- On site company promotion -option of pop-up stand at each event, for the duration of the event.

Cost - £3,500 (plus VAT)

For further information, please contact our Commercial team
lynsey.anderson@southlanarkshireleisure.co.uk (Business Engagement Officer)
keren.mckean@southlanarkshireleisure.co.uk (Events and Brand Partnerships Manager)

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