

Sponsorship Packages

Northants
Firefighter
Challenge 2025



Introduction

This is an exciting opportunity to collaborate and become a partner for the Northants Firefighter Challenge, supported by Northamptonshire Fire and Rescue Service.

We are looking for locally based organisations, or companies we currently engage with, who would be interested in sponsoring our inaugural Firefighter Challenge, in aid of The Fire Fighters Charity.

The event inspires health and fitness across the UK Fire and Rescue Service and raises awareness of the invaluable prevention work our firefighters do to keep people safe in their communities.

We are collaborating with Rushden Lakes to host the Challenge on Saturday 5th July, 2025. This event is the first of its kind in the region and we hope this will be the first of an annual event.

This really is an exciting event and fun for all the family, but don't just take our word for it – come along and experience it for yourself. We'd love to have you on board.

Thank you for your support.

Northants Firefighter Challenge Team

Background

- Firefighter Challenges have been in existence since 1992, brought in to address the need for a standardised National Fitness Test in USA.
- Seeing the rivalry between firefighters of differing Stations, a competition was born to raise this rivalry to a national level.
- Travelling across the pond, Firefighter Challenges now exist in most European countries in some format.
- Thirty years on and the British Firefighter Challenge is quickly growing to be one of the most popular challenges on the circuit being held both at a national and regional level.



Schedule



Saturday July 5, 2025



Start at 8am, finish at 6pm



Rushden Lakes



The Challenge

The Northants Firefighter Challenge is a unique one-day event, which will see up to 100 serving or retired firefighters push their strengths to the limits, all whilst showcasing their skills and determination to spectators.

Utilising a wide range of Fire Service equipment, firefighters must complete six competition stages - each demonstrating the rigours placed on individuals and teams at an incident ground.

Participants must run whilst carrying a length of hose over their shoulder and then drag two lay flat hoses a distance of around 50 metres, before striking the forcible entry machine to replicate a door entry. Firefighters must then carry two 20kg containers for 25 metres, make up a length of hose and then finish with a 50-metre casualty rescue.

Around the course our spectators can engage in community safety activities and volunteering. They can also speak with us about recruitment and there is even a replica short course for children and young people to try out.



Sponsorship Packages



Gold Package - £1,000 (1 available)

Become the headline sponsor for the event. Package benefits include:

- Opportunity for six banners around the event (supplied by the sponsor)
- Large logo on competitor T-shirts
- 3x3m exhibition space in premium area
- Press and photo opportunity at the event
- Branding and prize giving opportunity at awards ceremony (includes branding on winners' podium)
- Event logo sponsored (In association with...)
- Post event promotion on Firefighter Challenge social media account until regional challenge launch in 2026
- Leaflet opportunity on competitor bag



Silver Package - £500 (5 available)

- Official Silver sponsor recognised via social media and promotional material (newsletters, emails, advertising)
- Sponsor a race category and present awards for that category
- 3x3m exhibition space
- Logo on competitor T-shirts
- Opportunity for four banners around the event (supplied by the sponsor)
- Post event promotion on Firefighter Challenge social media account until launch of 2026 regional challenge
- Leaflet insert opportunity in the competitor event bag



Bronze Package - £250 (1 available)

- Official Bronze sponsor recognised on social media and promotional material where applicable
- Sponsor a race category
- Opportunity for two banners around the event (supplied by the sponsor)
- Post event promotion on Firefighter Challenge social media account until launch of 2026 regional challenge
- Leaflet insert opportunity in the competitor event bag

Further sponsor opportunities



Competitor bag

£100

Sponsor recognition via Northants Firefighter Challenge social media account and promotional material where possible. Logo on competitor bag and goodies insert opportunity.



Leaflet or gift insert

Minimum £25

Leaflet of gift to be provided by sponsor.



Other opportunities

Several organisations provide equipment and services integral to the Northants Firefighter Challenge, and how to reflect such support will be made based on the value provided.

This amazing event is organised, hosted and made what it is by the hard work of passionate volunteers.

With running costs being approximately £5,000 per event, it is only through the support of sponsors that the Firefighter Challenge can happen.



More details...

If you are interested in sponsoring the event, please contact our Commercial Team at commercialbd@northants.police.uk with your company details, contact name, email, phone number and the package you would be interested in. The team will then be in touch with further information.

Sponsorship offers will be based on volume of interest and packages selected. In all cases the decision to accept will be made by Northamptonshire Fire and Rescue Service representatives.

We appreciate every sponsorship received. Should your offer not be accepted on this occasion we will keep your details on record for future opportunities.



**commercialbd@
northants.police.uk**