Sponsorship Packages

Northants Firefighter Challenge 2026

Introduction

This is an exciting opportunity to collaborate and become a partner for the Northants Firefighter Challenge 2026, 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 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 the University of Northampton to host the Challenge on Saturday 27th June, 2026. This is the second Northamptonshire Firefighter Challenge following the success of our first edition last summer.

This really is an exciting event that is 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 the 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.
- More than 30 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 June 27, 2026

Start at 8am, finish at 6pm

University of Northampton

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.

NORTHANTS FIREFIGHTER CHALLENGE • 2026 •

Sponsorship packages

G

Gold Package - £1,000

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

- Event named as the Northants Firefighter Challenge 2026 sponsored by (sponsor here)
- Opportunity for six banners around the event (supplied by the sponsor)
- Largest logo on competitor T-shirts
- Receive a competitor T-shirt
- 3x3m exhibition space
- Prize giving opportunity at awards ceremony (includes branding on winner podium)
- Pre and Post-event promotion on the Challenge social media account until regional challenge launch in 2027
- Mention in the official event announcement
- Leaflet opportunity for competitor bags

S

Silver Package - £500 (limited to 5 packages)

- Opportunity for four banners around the event (supplied by the sponsor)
- Logo on competitor T-shirts
- 3x3m exhibition space
- Pre and Post-event promotion on the Challenge social media account until regional challenge launch in 2027
- Mention in the official event announcement
- Leaflet opportunity for competitor bags

B

Bronze Package - £250

- Opportunity for two banners around the event (supplied by the sponsor)
- Pre and Post-event promotion on the Challenge social media account until regional challenge launch in 2027
- Mention in the official event announcement
- Leaflet opportunity for competitor bags

Further sponsor opportunities

Leaflet or gift insert

Minimum £25

Leaflet or 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 Northants Firefighter Challenge can happen.

More details...

If you are interested in sponsoring the event, please contact our Commercial Team at commercialbd@northants.police.uk by Friday March 20 with your company details including 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 reviewed based on volume of interest on packages selected and appropriate due diligence undertaken.
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