

# OVER THE WALL CAMP

UK Children's Charity



## Sponsorship & Partnership Opportunities

### Charity Fun Day

The Settlement, Ockbrook, Derbyshire  
Saturday 28 June 2025

#### Over The Wall Camp

As a result of long-term health conditions, more than 1 in 10 children in the UK can be denied a carefree childhood, and the number is growing.

Founded in 1999 by late Hollywood actor and philanthropist Paul Newman, and UK businessman Joe Woods, Over The Wall Camp (OTWC) is the only UK charity providing free-of-charge residential activity camps for these children and their families, specifically designed to address the psychosocial impact of living with a serious, long-term health condition. We empower children and their families to explore beyond the perceived limitations of illness to rediscover the magic of childhood.

Our five-day residential Health Challenge and Sibling Camps are open for children 8-17 years old with a health challenge or disability and their siblings (92% are young carers). Three-day residential Family Camps welcome the whole family of a child with a health challenge, including siblings of any age.

Over 130 conditions are safely catered for thanks to volunteer doctors and nurses, and our experienced staff team including a Senior Paediatric Nurse.

In 2024, OTWC secured a 40-year lease for Ockbrook School, which will become the charity's national base from 2026, after extensive redevelopment during 2025 to make the site "camp ready". Watch our video [here](#).





## The development of the new site will be transformational, allowing us to:

- Serve up to 3,500 residential beneficiaries annually and thousands more at day camps
- Create partnerships with regional children's hospitals, strengthening referral pathways
- Provide additional services to complement clinical treatment
- Support children with more complex and diverse health challenges
- Trial new programmes, such as childhood to adult transition and bereavement camps
- Enrich the camp experience
- Support other charities to deliver residential camps
- To become more financially sustainable in the future.

## Our sponsorship opportunities offer your company the chance to:

- Raise your profile amongst like-minded businesses and the local community
- Align your brand with a national charity, with a new regional home in the East Midlands
- Demonstrate your commitment to the local community
- Make a difference to children from all over the UK.



## How your support could help



£1,500

could pay for a seriously ill child to attend one of our life-changing residential camps for a week



£800

could pay for a parent with a seriously ill child to attend one of our residential family camps



£200

could pay for a whole week of arts and crafts at one of our camps



£40

could pay for a seriously fun box, full of engaging activities, face paint and crafts for a virtual camp day session

## Charity Fun Day – Key Facts

Our first Fun Day at our new home in the Midlands will take place on Saturday 28 June 2025, at Over The Wall Camp, The Settlement, Ockbrook from 11am until 4pm.

We hope around 400 visitors will come and join in the fun on the day. The event is open to the public with free of charge entry, and activities for all ages:

- Inflatable Warrior Wall
- Inflatable Helter Skelter
- Bouncy castle
- Axe throwing (adults)
- Face painting & glitter
- Creative crafts
- Circus play & clown
- Sports & games
- Emergency services - Derbyshire Fire & Rescue (fire engine), Derbyshire Constabulary (police car)
- Stalls – available to book now
- Raffle & tombola
- Picnic area - and lots, lots more!



## A variety of catering and refreshments options will be available:

- Food trucks - The Meatles (steak and chips), Wood Fired Pizzas, and a BBQ truck (Moorwood Events)
- Hot and cold drinks (Cafe2U Derby North)
- Bars serving alcohol (Moorwood Events)
- Ice-cream van (Emma & Jen's Super Whippy)
- Or bring a picnic and make a day of it!

Accessible toilets will be available, including baby changing facilities.



# Sponsorship Stars



We need to raise sponsorship to cover the costs of hosting the event. A number of exciting opportunities are available, meaning even more of the funds raised on the day will directly benefit the children, siblings and families who attend our camps.

## Platinum Star Sponsorship

**£3,500 (Exclusive VIP main event sponsorship)**

- Large logo on all event marketing materials - including posters, flyers, and banners.
- Logo predominantly featured on all event communications to supporters.
- Sponsorship featured on OTWC website, social media platforms, and in multiple charity newsletters.
- 10 VIP wristbands for unlimited use of the inflatables, and axe throwing (adults).
- Event VIP parking for two cars.
- VIP area including reserved seating, blankets, and other goodies!
- Company banners on display around the event site, including in the marquee.
- Double page spread advert and editorial in the event programme.
- Cheque presentation photo, and additional photo opportunities on the day, including of the ribbon cutting by you to officially open the event.
- Press release promoting sponsorship issued to regional media.

## Gold Star Sponsorship

**£2,000 (Only two available)**

- Medium logo on event marketing materials - including posters, flyers, and banners.
- Logo featured on all event communications to supporters.
- Sponsorship featured on OTWC website, social media platforms, and in multiple charity newsletters.
- 5 VIP wristbands for unlimited use of the inflatables, and axe throwing (adults).
- Event VIP parking for one car.
- Company banners on display around the event site, including in the marquee.
- Full page advert/ editorial in the event programme.
- Cheque presentation photo, and additional photo opportunities at the event.
- Press release promoting sponsorship issued to regional media.

## Silver Star Sponsorship

**£1,000**

- Small logo on event marketing materials - including posters, flyers, and banners.
- Logo featured on all event communications to supporters.
- Sponsorship featured on OTWC website, social media platforms, and in multiple charity newsletters.
- Company banner on display at the event.
- Half page advert in the event programme.
- Company name included in the event press release issued to regional media.

## Bronze Star Sponsorship

**£500**

- Sponsorship featured on OTWC website.
- Quarter page advert in the event programme.

## Supporting Star Sponsorship

**£250**

- Sponsorship acknowledged in the event programme.



## Get in touch

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**BELONGING, AUTHENTICITY, and GROWTH are our core values.**

These principles embody safety, inclusivity, integrity, and trust, fostering a positive culture within OTW. They empower staff, volunteers, and campers to freely express themselves, forge meaningful bonds, and pursue their potential.