



SLEEP EASY 2026

Corporate
Sponsorship Pack



Here for young people
Here for communities
Here for you



WHAT IS SLEEP EASY?

Each year YMCA Norfolk joins YMCA's from across England and Wales to take part in a mammoth Sleep Out fundraising event with the aim of raising vital funds to help tackle the root causes of youth homelessness.

From 7pm to 7am participants build their own shelters for the night and join in some fun games & activities whilst learning more about the work of YMCA Norfolk before heading outside to get some sleep.

When?

Hundreds of people all across the country will be sleeping out from 7pm on Friday 6th March to 7am on Saturday 7th March.



Watch 2025's Highlights

WHY SUPPORT YMCA NORFOLK?

One out of every one hundred young people in the UK will experience homelessness this year due to relationship breakdown, abuse and mental health issues.

Homelessness is not simply sleeping on the streets - sometimes it's hidden, and takes form of sofa surfing and sleeping around the hazards of derelict buildings and squats.

The funds raised from Sleep Easy helps us to not only house hundreds of homeless young people but to also continue delivering our life changing mission and reach as many vulnerable people in Norfolk as possible.

This year we are intending to raise **£15,000** - enough to transform the lives of many young people across the county and offer them a brighter future. You can sponsor our event or bring a team and actively fundraise.



368

Young people accommodated in 2024/25



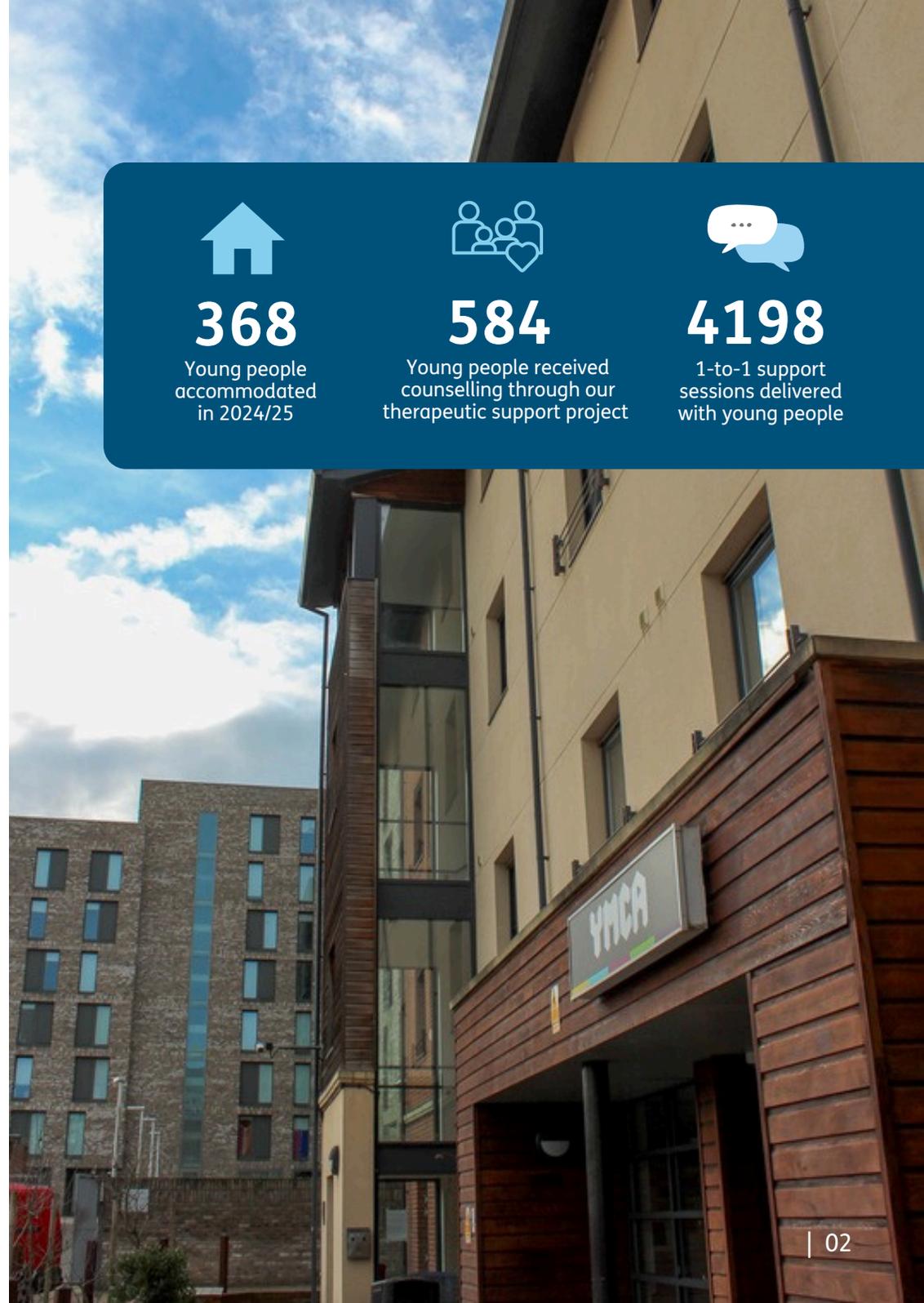
584

Young people received counselling through our therapeutic support project



4198

1-to-1 support sessions delivered with young people



“ It was cold at times, uncomfortable, and humbling, but it gave me a glimpse into the harsh reality that far too many endure without choice.

If you believe everyone deserves a warm, dry place to call home, I urge you to take part too.

[▶ Watch Russell's Story](#)





POTENTIAL ROI FOR SPONSORS

Sponsoring Sleep Easy offers several benefits that can translate into significant return on investment (ROI):

- **Demonstrate Corporate Social Responsibility (CSR)**
Align your brand with a cause that resonates with the local community, showcasing your commitment to social impact.
- **Boost Brand Visibility**
As a sponsor, your company will receive exposure across all Sleep Easy marketing, including social media, press releases, and event materials.
- **Engage Employees and Clients**
Participate in the event, creating a unique team-building opportunity and fostering goodwill with clients who value meaningful community involvement.
- **Support Local Youth**
Your sponsorship will directly help young people in Norfolk find safe shelter, support services, and opportunities to rebuild their lives.

TIERED SPONSORSHIP PACKAGES

	Bronze (£500)	Silver (£1000)	Gold (£2500)
Logo included in sponsors sections of event webpage	✓	✓	✓
Social media recognition	✓	✓	✓
Certificate of sponsorship for display	✓	✓	✓
Inclusion in post-event press release	✓	✓	✓
Public acknowledgement of support in all promotional emails and communications		✓	✓
Advertising space in William's Kitchen		✓	✓
One half day of free room hire with half price buffet lunch* at YMCA Norfolk's Community Hub		✓	
Complimentary tickets to Sleep Easy		✓	✓
YMCA Norfolk guest speaker to a team meeting or corporate event			✓
Corporate partnership discount at William's Kitchen			✓
One full day of free room hire with tea, coffee & buffet lunch or breakfast meeting* at YMCA Norfolk's Community Hub			✓
Site tour – A guided visit to one of our Norwich housing sites			✓

*Maximum numbers apply

**By becoming a sponsor, you're not just supporting an event
- you're changing lives and investing in Norfolk's future.**

So what are you waiting for?

Your amazing support will make a difference to the lives of young people today and in the future!

Get in touch

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ymcanorfolk.org/sleepeasy



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JustGiving SLEEP EASY 2026

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YMCA

Here for young people
Here for communities
Here for you

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

FAMILY & YOUTH WORK

HEALTH & WELLBEING

HOUSING

TRAINING & EDUCATION

SUPPORT & ADVICE