

QUESTION OF SPORT

2026 SPONSORSHIP PROPOSAL



THE EVENT

The Sunshine Fund are proud to present a range of sponsorship opportunities for their 2026 Question of Sport Charity Dinner.

The Chronicle Sunshine Fund's annual Question of Sport Quiz & Dinner is one of the North East's most popular and long-standing charity events. Bringing together 300+ guests from across the region's business community, the evening blends high-energy competition, entertainment, and philanthropy.

This event offers an exceptional platform for corporate hospitality, client engagement, and brand visibility - all while supporting disabled children across the North East with life-changing specialist equipment.

WHY PARTNER WITH US

- Align with a trusted, well-known North East charity
- Demonstrate your commitment to local children and families
- Entertain colleagues, clients, and partners in a premium setting
- Gain visibility across a high-value corporate audience
- Support an event recognised as one of the region's best charity nights



KEY INFORMATION

- Thursday 19th November 2025 | 18:30 - 23:00
- The Grand Hotel, Gosforth Park
- Tables of 8 - 10 | 300+ guests
- Drinks reception and 3-course dinner

HEADLINE SPONSORSHIP

£5,000

As our exclusive Headline Sponsor, your organisation will enjoy the highest level of visibility before, during, and after the event.

Package includes:

- Table of 10 in a prime location
- Complimentary arrival drinks
- Branding and business feature across all event communications
- Full-page advertisement in the event programme
- Branding on all event screens
- Host acknowledgement throughout the evening
- Opportunity to deliver a short speech on the night
- Inclusion in pre- and post-event press coverage
- First pick of team for the guest's scarves

IMPACT

This premium partnership positions your organisation as a leading supporter of disabled children in the North East, with unrivalled brand exposure across a 300-strong audience on the evening and thousands pre- and post- event.

CONTACT US



hello@thesunshinefund.org



0191 201 6289



RECEPTION SPONSOR

£2,500

Welcome guests into the event with high-impact branding and hospitality.

Package includes:

- Table of 10 in a prime location
- Branding throughout the reception area (to be supplied by sponsor)
- Free games for sponsor guests
- Branding on games and interactive elements
- Host acknowledgement
- Branding on event screens
- Half-page advertisement in the programme
- Second pick of team for the guest's scarves

IMPACT

Your brand becomes synonymous with the energy and excitement of the evening's opening moments - a powerful visibility opportunity.



QUIZ ROUND SPONSOR

£250 each *

A cost-effective way to put your brand in front of every guest, multiple times throughout the night.

Package includes:

- Host mention before your sponsored round
- Branding on event screens
- Feature in the event programme and on question sheets
- 10% discount on a table of ten (reduced to £900)

IMPACT

Ideal for SMEs or first-time supporters looking for meaningful exposure at an accessible price. *5 available

SUNSHINE PARENTS TABLE SPONSOR

£750

Support the families at the heart of our mission.

Package includes:

- 10% discount on a table of ten (reduced to £900)
- Branding on event screens
- Feature in the event programme

IMPACT

This sponsorship directly supports some of our amazing parent carers to attend the event, ensuring they can enjoy the evening at no cost.



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A MESSAGE FROM OUR HOST

"I have had the pleasure of working with The Chronicle Sunshine Fund for some years now and hosting Question of Sport is always a thoroughly enjoyable evening! The charity is close to my heart so it's great to see so many organisations from across the North East coming together for one night to support a much-loved local charity. There is always so much energy and camaraderie in the room which makes my job so much easier! So many of the same teams return year after year, with the winners trying to defend their title but who knows what will happen on the night... I definitely recommend booking a table to see what all the hype is about."

Pete Graves, Sky Sports Presenter

MEET OLIVIA

16-year-old Oli has Spinal Muscular Atrophy (SMA) which means he uses a wheelchair. Like many teenagers, Oli is sports mad and he especially loves football.

Whilst regularly attending football tournaments (as pictured to the right), he also plays Powered Football for Newcastle United, and he is part of the England development team.

We have supported Oli since he was little and we have seen him gain lots of confidence over the years. His football commitments involve a lot of travelling, and as he grows older, he's determined to become as independent as possible.

For a while, Oli's Dad would lift him in and out of his wheelchair, but this became increasingly difficult and unsafe. To allow Oli to access activities safely, independently, and with dignity, we funded him a mobile hoist, which has made a huge difference to both Oli and his family's lives.

“ The difference that you all at The Sunshine Fund make is priceless and we can't thank you all enough for everything that you have done for Oli, the powerchair, his lifeline and now the hoist, a thank you just never seems to cut it! ”

- Nicola, Oli's Mam

