St Albans SLEEPOUT

Sponsorship Opportunities

Friday 13th November 2026

hyh
Herts Young Homeless

The St Albans Sleepout is back for 2026 at **Oaklands College** on **Friday 13th November**! From company teams to community groups and families, the Sleepout is a chance to be part of a real community event which provides a small glimpse into the reality for many young people in Hertfordshire who are facing homelessness.

Looking back at 2025's Sleepout...

£27,763 raised!
(incl Gift Aid)

- 97 sleepers
- 6 corporate teams
- 4 youth groups

The amount raised is equivalent to...

260 calls received on our 18+ Advice Line

202 hours of our hyh counsellor providing support

30 young people and their parent to undertake mediation for 6 weeks

30 2 hour Outreach sessions to equip young people with the skills they need to live independently

33 education sessions delivered in Herts schools, reaching around 990 students

"Listening to people's stories and speeches really reiterated to me how easy it is to become homeless"
Jamie, YAB member 2025

"The Echelon Group is proud to support the amazing work that hyh does every day, providing a lifeline for young people facing homelessness. This wouldn't be possible without events such as the sleepout, which not only helps to raise vital funds but also shines a spotlight on the harrowing reality of youth homelessness."

Aaron John, Managing Director, Echelon Consultancy

Looking forward to 2026's Sleepout...

The 2026 Sleepout is shaping up to be our biggest and most impactful yet.

We're planning an exciting launch event in September/October to officially kick-start the campaign, bringing together sponsors, supporters and participants as we build momentum towards November.

On the night itself, we're delighted that the incredible Electric Umbrella will be performing, adding their unique energy, inspiration and sense of community to what promises to be an unforgettable evening.

With new opportunities for businesses to engage, increased media and marketing activity, and a growing ambition to involve even more people from across Hertfordshire, this year's Sleepout will provide sponsors with an exceptional platform to demonstrate their commitment to helping prevent youth homelessness while being part of a truly inspiring community event.

For further information about the Sleepout event check out the website - www.stalbanssleepout.org.uk
or email events@hyh.org.uk

Beacon Sponsor £5,000

The **Beacon Sponsorship** is our premier package, offering **exceptional visibility, meaningful engagement opportunities, and recognition** across every stage of the campaign. As our leading sponsor, you'll align your brand with **purpose, community, and transformation.**

As our Beacon Sponsor, your company will receive:

- **1. Standout brand presence on all key event marketing, including:**
- Logo on **banners** across St Albans
- Logo on **posters** throughout Hertfordshire
- Logo on **pull-up banners** in the busy registration area

- **2. Logo placement on key promotional items including:**
- Official **event accessories**
- **Incentives** for top fundraisers of £350 or over

- **3. On-site visibility during the event:**
- Logo on **welcome screens**
- Own **company banner** in the entertainment area

- **4. Extensive digital and media exposure, including:**
- Logo on the **hyh website and social media**
- Featured sponsor quote in the **official press release**
- Mentions in **local media**, including radio interviews and press coverage
- Presence in **pre- and post-event roundup videos**, including a short interview with your team
- Recognition in **hyh newsletters** reaching 800+ supporters

5. Lasting recognition post-event:

Logo on **participant thank-you resources**
Public thank-you by name from hyh event speaker
Framed **certificate of thanks**, personally signed by the CEO of hyh

6. Team and staff engagement:

Invitation to **enter a company team into the Sleepout**
A **'Lunch & Learn' session** at the hyh office to explore youth homelessness and how your support makes a difference

This may also be offered as a co-sponsorship opportunity, subject to the suitability and alignment of the partnering organisation.

Nightlight Sponsor £1,500

Shine a light on youth homelessness by being a **Night Light Sponsor** for the St Albans Sleepout. This is an exciting opportuniy for your brand to gain visibility, recognition, and connect with a passionate community.

As a Night Light Sponsor, your company will receive:

Team & staff engagement:

- Invitation to enter a company team into the Sleepout
- Complimentary beanies for team members who take part

On site visibility during the event:

- Logo on the hyh website and pull up banners in a busy registration area
- On site visibility at venue – logo on welcome screens
- Own company banner in the activities area upstairs

Extensive media and digital exposure, including:

- Social media thank-you and tags highlighting your support
- Included and thanked in the post-event press release
- Recognition in the event info pack and communications

To find out more, please contact our fundraising team via email marketing@hyh.org.uk.

Marquee Sponsor £1,200

Help us create a welcoming central hub for the St Albans Sleepout 2026 by sponsoring our main event marquee.
The marquee will be at the heart of the evening, providing an important covered space for participants and event activity throughout the night.

As a Marquee Sponsor, your company will receive:

Team & staff engagement:

- Invitation to enter a company team into the Sleepout
- Complimentary beanies for team members who take part

On site visibility during the event:

- Logo on the hyh website and pull up banners in marquee
- On site visibility at venue – logo on welcome screens

Extensive media and digital exposure, including:

- Social media thank-you and tags highlighting your support
- Included and thanked in the post-event press release

To find out more, please contact our fundraising team via email events@hyh.org.uk.

Creative workshop sponsor £250

- We run a creative workshop and activities throughout the evening.
- The sponsorship will cover costs for all the resources to deliver the activities.
- The sponsor's logo will be prominent at the workshop table as well as feature in a social media post.

Breakfast sponsor £250

- A hot breakfast roll and drink will be provided for all our wonderful sleepers the morning after. A popular part of the event!
- The sponsor's logo will be prominent on the board next to the van.

Hot Food Truck sponsor £200

- Hot Food Truck at the venue to offer a hot dinner to participants before they get ready to head off to bed.
- The sponsor's logo will be prominent on the sign next to the van.

Banner sponsor £100 each

- We have spaces for companies to have pull up banners located in the marquee Visible to all attendees, including local businesses, community groups, and individuals.

Entertainment sponsor £150

- We are thrilled to welcome some live music from local bands for attendees to enjoy.
- The sponsor will receive a shout out from the band on the night as well as their logo being on a sign next to where they are performing.

Refreshments sponsor £150

- Hot / cold drinks vendor available at the venue for sleepers to use for refreshments.
- The sponsor's logo will be prominent on a sign next to the refreshments.

Quiet room sponsor £100

- We will be providing a quiet room and quiet sleeping area this year where the sponsor will cover the cost of the additional space.
- The sponsor's logo will be prominent in this area of the event.