

Sponsorship Opportunities



Sam's Scootathon

19 to 20 September 2026

55 miles. Two Days. For Sam.
Carrying Sam's scooter every mile of the way

LEARN MORE

SCAN
HERE





**BE A HERO
FOR KIDS LIKE SAM**

OUTCOMES ARE OFTEN DEVASTATING

- Around 1 in 5 people do not survive the acute stage
- There is currently no cure
- The underlying cause remains poorly understood
- Survivors often face significant neurological disability and chronic epilepsy

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Sam before
FIRES



Sam in
intensive care



OUR STORY

In 2021, Sam Liew had just celebrated his fifth birthday. He was happy and healthy, but life changed in an instant.

Sam was suddenly struck down by a rare and catastrophic neurological condition called **FIRES**, causing relentless and uncontrolled seizures. He had no history of epilepsy or underlying conditions.

Despite weeks in an induced coma, the seizures could not be stopped, and Sam suffered catastrophic brain damage.

Just seven weeks after falling ill, Sam died.

SAMSSUPERHEROES.CO.UK



RESEARCH MATTERS

NORSE and FIRES strike without warning and there is no cure.

People go from being completely healthy to becoming critically ill within hours or days.

More research is urgently needed to:

- Understand the cause
- Develop effective treatments
- Improve patient outcomes

ABOUT SAM'S SUPERHEROES

We are the UK's only registered charity dedicated to **supporting children, adults and families affected by rare epilepsies NORSE and FIRES**. Founded from lived experience, we improve outcomes through:



RESEARCH



AWARENESS



SUPPORT

ABOUT NORSE & FIRES

NORSE and its sub-type FIRES are types of rare epilepsy that result in a catastrophic neurological emergency.

They affect previously healthy children and adults, with no history of epilepsy, causing the sudden onset of relentless, life-threatening seizures that are exceptionally difficult - sometimes impossible - to stop.

In 2026, we co-funded a pioneering £110,000 research project into NORSE and FIRES with the Epilepsy Research Institute.

SAM'S 55 MILE SCOOTATHON

For Sam. For families. For hope.
It's more than just a challenge.

Sam's Scootathon is our flagship 55-mile, two-day kick scooter challenge from Birmingham to Derby.

It raises vital funds for pioneering research, awareness and specialist family support for children, adults and families affected by the rare epilepsies NORSE & FIRES.



19 to 20
Sept 26



Birmingham
to Derby



Scooters
provided

55 miles • 2 days • No battery power • No short cuts • Just muscle power

SCOOTATHON 2024

One Challenge. One Team. One Mission.

- ✓ 55 miles
- ✓ 3 days
- ✓ 30 riders
- ✓ £20,000 raised

This year, it's the same 55 miles - but in just 2 days!



2024 IMPACT

RESEARCH

Sam's Scootathon 2024 raised an incredible £20,000 towards our £110,000 pioneering NORSE & FIRES research collaboration with the Epilepsy Research Institute.

This research aims to answer some of the important questions facing families affected by NORSE & FIRES.

AWARENESS

Significant awareness of NORSE & FIRES across the UK, including coverage on BBC East Midlands Today, regional & national media and widespread social media.



LEARN MORE

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HERE



Why Sponsor Sam's Superheroes?

The UK's only charity dedicated to NORSE & FIRES. Driving research, awareness and specialist family support.

The UK's only charity dedicated to NORSE & FIRES, founded from lived experience.

Investing in pioneering UK research to improve understanding, treatment and long-term outcomes.

Providing specialist, practical support for families facing the unimaginable.

Raising awareness of catastrophic conditions that strike without warning, and currently have no cure.

Giving a voice to UK families affected by NORSE & FIRES, ensuring they are seen, heard and supported.

Turning one little boy's legacy into lasting change for families now and in the future.

Your support helps fund research, improve outcomes, and provides hope and support to families facing the unimaginable.

Pick Your Superpower



The UK's only charity dedicated to NORSE & FIRES. Driving research, awareness and specialist family support.



SIDEKICK £50

- 1 sponsor shout-out on our social media stories
- Logo on our social media supporters board



HERO £150

- Includes everything in SIDEKICK +
- 2 sponsor shout-outs on our social media channels
 - Logo on Sam's Scootathon event webpage



SUPERHERO £350

- Includes everything in HERO +
- Logo on start & finish line banners
 - Logo on event support vehicle
 - Logo featured in event film



LEGEND £750+

- Includes everything in SUPERHERO +
- Logo featured on Sam's mum's scooter, t-shirt & hoodie
 - Social media spotlight before & after event
 - Sponsor thank you in event film

Looking for something bespoke? We'd love to create a package tailored to your business. Please get in touch.

More Ways to Support



The UK's only charity dedicated to NORSE & FIRES. Driving research, awareness and specialist family support.



Donate goods & services

GIFTS IN KIND

We have an event wish list of goods and services, from snacks, equipment, to van hire. We'll recognise your support just as we would a cash sponsor.



FROM £25
See our event wish list

SPONSOR AN ITEM

Sponsor a specific part of Sam's Scootathon from a rider's hotel room, a meal, or support with our van's fuel. We'll proudly recognise your support.



£250
Take part in the event

THE VIP SCOOTER

Join our team for the full two days, or experience part of the challenge on our VIP scooter. A fun, lower commitment way for you or your team to get involved.

HOW THE VIP SCOOTER WORKS: For £250, scoot a designated section of the route with your logo displayed on the VIP scooter and support vehicle. You'll receive a branded T-shirt, a social shout-out, and a finisher's certificate.

National & Local Impact

The UK's only charity dedicated to NORSE & FIRES. Driving research, awareness and specialist family support.

SAMSSUPERHEROES.CO.UK
 Research | Awareness | Family Support

RESEARCH PARTNERSHIP

with the Epilepsy Research Institute



News

The wheel SUPERHEROES

GROUP PUSH THROUGH BLISTERS AND THUNDERSTORMS TO FINISH THREE-DAY SCOOT AND RAISE THOUSANDS FOR CHARITY

By TELEGRAPH REPORTER

A GROUP of almost 20 people battled blisters, flat tyres, thunderstorms and torrential rain to kick scoot more than 50 miles in memory of a little boy from Mickleover.

Friends and family of Sam Liew took part in the epic challenge which was organised by his mum Rachel, who aims to raise £50,000 to fund research into the extremely rare condition that took his life when he was just five years old.

Sam was a happy and healthy little boy when he developed a rare and catastrophic form of epilepsy, called febrile infection-related epilepsy syndrome (FIRES).

Determined to honour Sam's memory and support other families affected by the condition, the kick scooter challenge started from Aston University in Birmingham, home of the UK FIRES research centre.

The epic journey took three days and neurologists from Great Ormond Street Hospital and research fellows from Aston University joined the core team, which was led by Rachel, who carried Sam's own bright red scooter with her.

Sadly, severe weather meant the family fun day planned for the finish line had to be cancelled, but so far, the team have raised £13,500

Rachel Liew, mother of Sam Liew, bottom, who died aged five from a rare form of epilepsy, led a group of 20 on a 50-mile kick scooter ride from Aston, Birmingham, to Mickleover, raising £13,500 for FIRES research

months, given up their precious time, spent their hard-earned cash on scooters, kit, hotels, food and drink whilst away. And they have never complained or faltered.

"They are the most amazing team I could wish for, and I include my backup team in all this. We will keep going until we reach our £50k target - it is vital that we find a cure for FIRES and we won't stop until we do."

If you would like to know more, or make a donation please visit: www.justgiving.com/crowdfunding/FIRESre

Crowdfunding to fund UK research into FIRES (Febrile Infection Related Epilepsy Syndrome), or www.justgiving.com/crowdfunding/FIRESre

more it rained the more determined we became to finish. I think we would have scooted through a tor-

out of their love for Sam and not wanting any other child to suffer or lose their life like my beautiful boy.

Join Team Sam

**For Sam.
For every child.
For every family.**

**Ready to make a difference?
We'd love to hear from you.**



**LEARN
MORE**



 Call or message 07880 343416

 hello@samssuperheroes.co.uk

 samssuperheroes.co.uk

 [samssuperheroesfoundation](https://www.instagram.com/samssuperheroesfoundation)

 [teamsamssuperheroes](https://www.facebook.com/teamsamssuperheroes)

Charity No: 1210458

EVENT WISH LIST

SUPPORT CYCLISTS

Experienced cyclists to accompany our Scootathon team, helping keep riders safe and providing support throughout the route. Map reading essential.

FILMING

- Videographer
- Drone services
- GoPro Hire

TRACKING DEVICE

Hire of a live GPS tracker enabling supporters, sponsors and families to follow our progress in real time!

VAN HIRE & FUEL

- Support vehicle hire for 4 days.
- Fuel vouchers
- Gift cards

FOOD & REFRESHMENTS

- Hydration drinks
- Snacks
- Sweets & chocolate
- Sandwiches - Sat & Sun
- Evening meal - Sat eve

FINISH LINE

- Cakes
- Sandwiches
- Sound equipment
- Event host

CLOTHING & SAFETY EQUIPMENT

- Baseball caps
- Hoodies
- Hi-vis tops
- Waterproof ponchos
- Cycling gloves

TRAIN TICKETS

Train tickets from Derby to Birmingham for our Scootathon team.

MARKETING

- Tear drop flags
- Event banners
- Sponsor signage
- Printed materials

PUB EN ROUTE

Could our team stop at your venue for refreshments and lunch during the route?

BIKE SERVICING

Could you help service or repair our scooters before the event - particularly with punctures!

EVENT ESSENTIALS

- First aid kit
- Event insurance
- 2-way radio hire
- Portable power banks

BIKE EQUIPMENT & ACCESSORIES

- Bike pump
- Bike baskets
- Flag poles for scooters
- Inner tubes
- Bike hire
- Bike cup holders
- Helmets

RAISE AWARENESS

- Display a poster
- Share our posts
- Tell your family & friends

DISPLAY A COLLECTION TUB

Display a Sam's Superheroes collection tub at your business

RAFFLE PRIZES

Could you donate a raffle prize, gift voucher or experience?

SAM'S SCOOTATHON 2026

