

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

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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.

Sam died just seven weeks after he fell ill.

Sam and his mum



Sam before FIRES

Sam in intensive care



Sam's Superheroes Foundation was **founded in Sam's memory** to support children, adults and families affected by rare epilepsies NORSE and FIRES.

WHAT ARE NORSE & FIRES?

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

They affect previously healthy children and adults, with no history of epilepsy.

They cause the sudden onset of relentless, life-threatening seizures that are exceptionally difficult, and sometimes impossible, to stop..

OUTCOMES CAN BE DEVASTATING

- Around 1 in 5 people do not survive the acute stage
- There is currently no cure
- The underlying cause remains poorly understood
- Survivors can face significant neurological disability and chronic epilepsy
- Children and young adults are most commonly affected

BE A HERO FOR KIDS LIKE SAM

#FINDACUREFORFIRES
Febrile Infection Related Epilepsy Syndrome

SAMSSUPERHEROES.CO.UK



REAL
PEOPLE.
REAL
LIVES.



Adrian



Joe



Sam B



A-Ling



Tracey

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

#FINDACUREFORNORSE

New Onset Refractory Status Epilepticus

Rachel - Sam's mum



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

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

MORE ABOUT NORSE & FIRES

The exact cause of NORSE and FIRES is unknown, but immune dysfunction is thought to play a significant role as they often follow a mild illness or fever.

TREATMENT & RECOVERY

Patients often spend weeks or months in intensive care, in medically induced comas as doctors fight to stop the seizures and protect the brain from damage.

Devastatingly around one in five will not survive the acute stage.

Recovery is possible, but people can be left with significant long-term neurological disability, chronic epilepsy and complex care needs.

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Scootathon 2024

WE DID IT!

One Challenge. One Team. One incredible result.

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

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WATCH THE
2024 FILM



SAM'S
RED
SCOOTER

IMPACT

The difference Sam's Scootathon made in 2024

RESEARCH

It raised a phenomenal £20,000 towards our **£110,000** pioneering **NORSE & FIRES** research collaboration with the Epilepsy Research Institute.

This research is helping 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 and national media together with social media.



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Why Sponsor Sam's Superheroes?

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

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

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

Providing specialist family support through the most traumatic experiences imaginable

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

Giving a voice to a condition and community that has gone unheard for too long

Turning one little boy's legacy into lasting change and giving hope to future families

Your sponsorship 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 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 event webpage



SUPERHERO £350

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



LEGEND £750+

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

HEADLINE SPONSOR

Looking for something different? Bespoke sponsorship opportunities are available.

More Ways to Support

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



GIFTS IN KIND

We have a wish list of items for our event. Donate goods, or services from snacks to van hire. We'll thank you just as we would a cash sponsor.



SPONSOR AN ITEM

Sponsor specific costs - hotel rooms, van hire, or snacks and drinks for the riders - we'll shout it out proudly as yours.



THE VIP SCOOTER

Either join our scoot team for the full two days or join for a stint on our VIP scooter. Our VIP scooter is a fun lower-commitment way for you or your team to take part.

HOW THE VIP SCOOTER WORKS: For £250, scoot a predetermined section of the route with your logo on the VIP scooter and our support vehicle. In return you get 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 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.**



**LEARN
MORE**



-  Call or message 07880 343416
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-  samssuperheroes.co.uk
-  [samssuperheroesfoundation](https://www.instagram.com/samssuperheroesfoundation)
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Charity No: 1210458