

# Sponsorship Opportunities



## Sam's Scootathon

19 to 20 September 2026

55 miles. Two Days. For Sam.

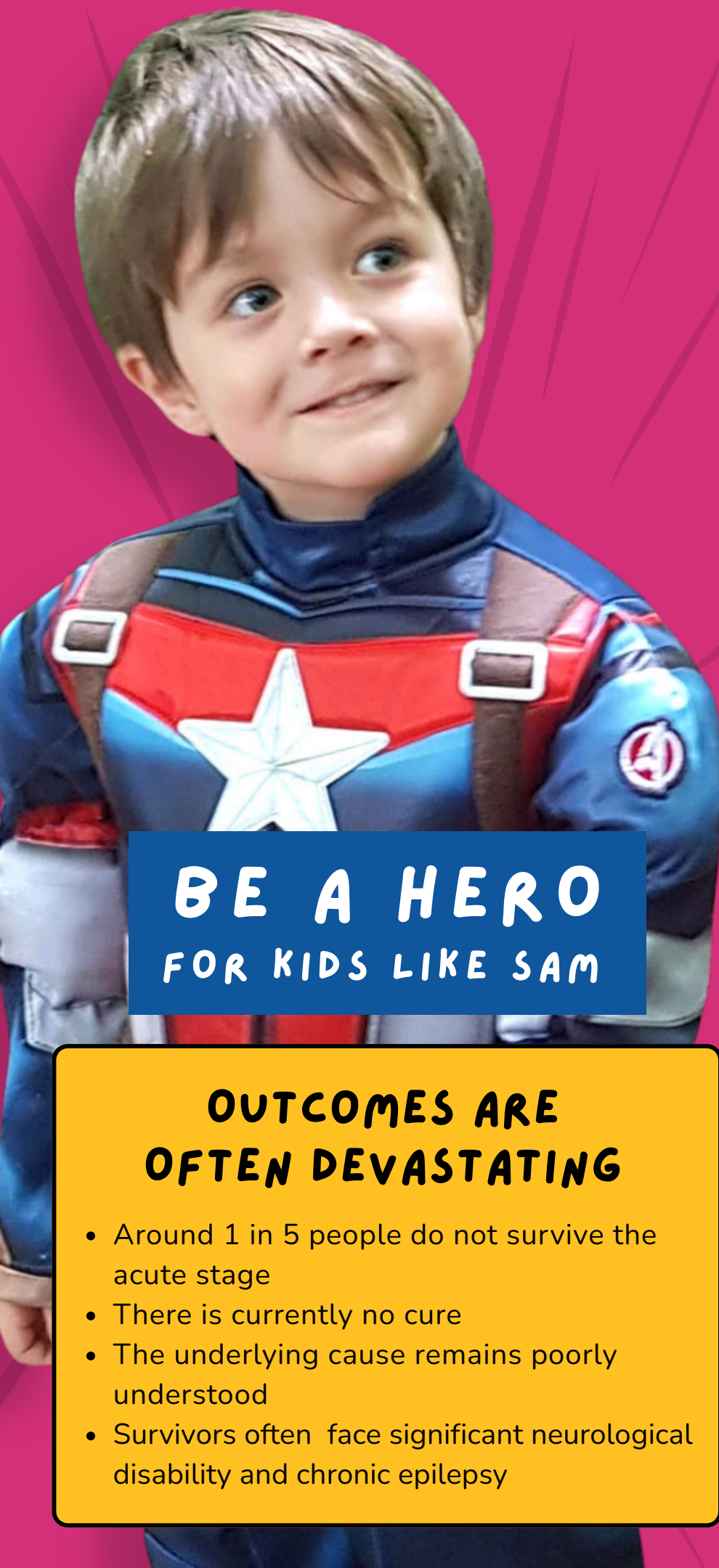
Carrying Sam's scooter every mile of the way

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

### LEARN MORE

SCAN  
HERE



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](https://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

Created in Sam's memory, 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 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.

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



# WE DID IT!

## Scootathon 2024

One Challenge. One Team. One incredible impact.

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

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



SAM'S  
RED  
SCOOTER

LEARN MORE

SCAN  
HERE



WATCH THE  
2024 FILM



# IMPACT

## Of Sam's Scootathon 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 & national media and widespread social media.





# 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 rare epilepsies 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 who have gone unheard for far too long.

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 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



**A moment**  
we've all been waiting for...

**NORSE & FIRES raised in UK Parliament**



**Sam's mum: sharing Sam's story at the Epilepsy Research Institute's Reception, London 2023**



**Filming East Midlands Today: Sam's Scootathon 2024**



**GOSH Doctors and Sam's mum: Sam's Scootathon 2024**



**The wheel SUPERHEROES**

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

**News**

By TELEGRAPH REPORTER

A GROUP of almost 20 people battled blisters, flat tyres, thunderstorms and torrential rain to kick scooter 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, who runs the charity more it rained the more determined we became to finish. I think we said: "We were not beaten by the

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

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



# Join Team Sam

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



**LEARN  
MORE**



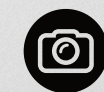
Call or message 07880 343416



[hello@samssuperheroes.co.uk](mailto:hello@samssuperheroes.co.uk)



[samssuperheroes.co.uk](http://samssuperheroes.co.uk)



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



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

Charity No: 1210458



# WISH LIST

## SAM'S SCOOTATHON 2026

### BACK UP CYCLIST

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

### FINISH LINE

- Cakes
- Sandwiches
- Sound equipment
- Event host

### BIKE SERVICING

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

### FILMING

- Videographer
- Drone services
- GoPro Hire

### PUB EN ROUTE

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

### RAISE AWARENESS

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

### RAFFLE PRIZES

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

### TRACKING DEVICE

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

### TRAIN TICKETS

Train tickets from Derby to Birmingham for our Scootathon team.

### BIKE EQUIPMENT & ACCESSORIES

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

### VAN HIRE & FUEL

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

### CLOTHING & SAFETY EQUIPMENT

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

### EVENT ESSENTIALS

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

### DISPLAY A COLLECTION TUB

Display a Sam's Superheroes collection tub at your business

### FOOD & REFRESHMENTS

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

### MARKETING

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

### HOST A FUNDRAISER

Hold a fundraiser for Sam's Superheroes - from quiz nights and coffee mornings to dress-down days and charity challenges