



# Dinton Summer Series

SPONSORSHIP OPPORTUNITIES

[www.barnesfitness.co.uk](http://www.barnesfitness.co.uk)

# About Us

Barnes Fitness is a family run business run by husband and wife; Ian and Ellie Gosling.

Barnes Fitness was born from a “one-off” 5km fundraising event at Dinton Pastures. This event was a fundraiser to help cover the costs for Ellie to compete in her first GB Age Group Triathlon World Championships in Auckland in 2012.

This one-off event was where our love for organising fun, friendly and professional events started and we haven’t looked back since. We organise 15 – 20 events a year ranging from school cross country events, 10km road events starting/finishing at Breweries, triathlons for 500 adults and children at the Olympic Venue – Dorney Lake as well as our ever popular events at Dinton Pastures Country Park; our Dinton Pastures 5km/10km and 2km Summer Series and the Dinton Santa Dash.

## Our Vision

We have created a community over the last 13 years which keeps growing and we want to be known as the local go-to event organiser for running and triathlon events.



**Ellie Gosling**



**Ian Gosling**

*Since starting our business in 2012 we have had three children who are now regular “volunteers” and participants at our events.*



# What is the Dinton Summer Series?



It is a series of 5km, 10km and 2km kids fun runs throughout the summer months of May, June, July and August.

The Dinton Summer Series is our longest standing event. 2026 will be the 14th year of the series with the most notable achievement being surviving the pandemic, when we ran the event virtually.

The Summer Series has recently been coined the "Ice Cream Series" as podium and age group winners receive an ice cream voucher!

## What entrants say....

 FelicityJohnson 

First ever 5k

This was my first 5k race and It was so good. Everyone was friendly and made me feel welcome. It was the best coming over the finish line and getting my medal. Wish I did all 4 now.

Reviewed using Eventrac, Aug 2025

 

Welcoming and supportive kids race

My 6 year old completed all 4 series and has really enjoyed the experience of running with a chip and medals. The team made all the children feel special with marshals clapping along the route and calling their names at the end. My son is not a fast runner but really loved it. Great atmosphere and first race for kids. We stayed to watch his dad run - another well organised event.

Thank you for organising the event!

Reviewed using Eventrac, Aug 2025

 Aimie Cheetham 

Fantastic Event!

Thank you to everyone involved in putting this event on. It was so well organised and everybody was lovely!

Reviewed using Eventrac, Aug 2025

# When is it?



**BARNES**  
**DINTON**  
**SUMMER**  
**SERIES**  
**FITNESS**

**BARNES**  
**FITNESS**

Dinton Summer Series  
2026

Thursday May 14th

Thursday June 18th

Thursday July 16th

Thursday August 13th

# How the Sponsorship Benefits You

Sponsoring the Dinton Summer Series will provide your company with the opportunity to build brand awareness and connect with the community of Reading and Wokingham whilst showing your company's support of an event which promotes physical wellbeing.



## Increased Brand Exposure



This event on average attracts 500 entrants per event, with the average age of entrant being 33 and average travel distance being 7 miles.

## Immediate Lead Generation



Opportunity to directly interact with runners at the event. Also option to capture data by running a simple competition onsite (e.g., "Win a Free Sports Massage").

## Direct Visibility



By offering a practical service like a free pre- or post-race warm-up/cool-down area or an "Ask a Physio" area.

# Sponsorship Tiers & Packages



The prices below are to cover the whole Series –  
May, June, July and August events.



**Gold Partner**

**£2,000**

As Silver package plus:

- Headline Event Sponsor
- Medals to display company logo or name
- Company name announced throughout the event
- Finish area signage
- Six individual race entries to company members
- Opportunity to present the winners trophies



**Silver Partner**

**£1,500**

As Bronze package plus:

- Event photo selfie frame with company branding
- Finish funnel advertising space for company provided banners/flags
- Company exposure on Facebook
- Company logo included on all race numbers



**Bronze Partner**

**£1,000**

- Opportunity to distribute promotional material to runners
- A stall location in our finisher village
- Link to company website from our website
- Company exposure on Instagram
- Two individual race entries to company members



# Let's grow together

Thank you for considering this partnership opportunity. We would love to explore how we can work together.



07872 805883



[ellie@barnesfitness.co.uk](mailto:ellie@barnesfitness.co.uk)



[www.barnesfitness.co.uk](http://www.barnesfitness.co.uk)



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