



FRESHWALKS



# FRESHWALKS PARTNER PROGRAMME

- Membership
- Sponsorship
- Ticket bundles
- Venues

CONNECT. RECHARGE. DISCOVER.



FRESHWALKS

Partnering with Freshwalks will position your brand as an organisation that pro-actively invests in the mental and physical wellbeing of its people while connecting you to the wider business community. There are several ways to get involved, including sponsorship, membership and ticket bundles.



## Mental performance & wellbeing

Exercise is proven to enhance cognitive ability and creative thinking. Having the chance to clear your mind when striding out into the remote expanse of our beautiful moorlands and hills affords the headspace to gain a fresh perspective on almost anything on your mind.

But Freshwalks also offers a preventative, restorative and reactive approach to mental wellbeing. The physical exercise (releasing feel good endorphins), enforced digital detox, shared sense of achievement, healthy social interactions and even simply getting closer to nature all work wonders. And are all powerful building blocks as part of a healthier mind.



## Physical fitness

The human body is designed to move but unfortunately most office workers spend far too long sat at their desks. Public Health England says so and recommend at least 2 hours of standing or light walking a day building to 4 hours. This sedentary daily routine is dangerous. Even taking at least one brisk 10-minute walk a day has been shown to reduce the risk of early death by 15%. And lower risks of type 2 diabetes, cardiovascular disease, dementia and cancer.

Working hard doesn't need to mean working to your grave. And the business benefits stack up too. A fitter workforce takes less sick days and is more productive.



## Collaboration

We attract a wonderful and diverse range of Freshwalkers. From junior executives to CEOs, from contractors to managing directors. All sectors, all ages, all abilities and a healthy gender split too. What we constantly see is people with complementary contacts, skills and experience coming together for mutual benefit. In the remote wilderness of the moors people get closer, dig deeper in conversation and opportunities tend to knock.



## Knowledge sharing

Human beings thrive off knowledge and new learnings. Both are woven into pretty much every aspect of Freshwalks life. From the classic hill walks where fellow walkers will exchange ideas and share experiences to our city walks where we educate you on local history, to our wild events which involve learning new outdoors and bushcraft skills. Nobody could ever say they left a Freshwalks event having not learnt something new.



## Networking

Traditional face to face networking still forms an important part of many a business development strategy. Don't confuse the Freshwalks brand of networking with tired old formats however. When you are pulling a fellow Freshwalker out of a bog or helping them ford a stream, it's a connection more powerful than any business card or Linked In connection could possibly achieve.

Being outside also puts a different dynamic on any group dynamic. The hills in particular are a great leveller and removes any potential intimidation due to differences in seniority. It's the perfect environment for anyone nervous about networking to begin with.

From cobbled streets to sandy beaches, we offer a variety of experiences, each of them unique in characteristic but threaded by an unmistakable camaraderie, sense of achievement and wellbeing.



## FRESHWALKS



### The classic Freshwalks experience

Our **Classic** walks are the original Freshwalks experience; in the countryside, in the mountains and even on the coast. From easy half-day 8km rambles to epic full-day 30km treks, these walks offer the perfect blend of networking and exercise all year round. No matter the weather.

Allow yourself or your team a day out of the office to boost physical fitness, improve mental wellbeing and bond with other like-minded business professionals over a shared sense of achievement.

The rush of adrenaline and release of endorphins will almost certainly tinge you with that legendary Freshwalks feeling. It's positively contagious. And if not, the home-cooked pub food will surely do the trick for you.

- Exercise to improve physical fitness
- Improve mental performance
- Connect and collaborate with like-minded professionals
- Reduce stress, increase creativity
- Push your comfort zone, shared sense of achievement
- Optional pub food and drinks to celebrate



## FRESHWALKS



### Movers, shakers and city slickers

Our **City** walks are bite-sized versions of the original experience courtesy of our qualified tour guides.

Our mission is to get Manchester's business community walking more and lunchtime is the perfect time to stretch your legs around town. You are going to meet some amazing people, make valuable business contacts and return to the office buzzing with energy and ideas. There'll be a few nuggets of local knowledge sprinkled across the walks but first and foremost, it's about gentle exercise on carefully selected routes that will stimulate interaction and conversation.

- Light exercise
- Network on the move
- Learn something new
- Stimulate your brain  
(and have a more productive afternoon)
- Lunch or coffee at a local independent
- Encourage positive behavioural change in yourself



FRESHWALKS

WILD



## Walk on the Wild side

Our latest **Wild** collaboration helps you get closer to nature and the people you share it with. We actively encourage you to drop everyday roles, slow down and learn bushcraft and survival skills in a peaceful, natural setting. You'll find yourself exploring the forest, foraging for resources, fire-lighting, cooking the primal way and even shelter-building. Oh, and that networking thing too. Which feels so natural around a campfire.

After a day in the forest, you will feel much calmer, more relaxed and better equipped to adopt our Wild mantra of "Thrive, not survive".

- Amazing ancient woodland setting
- Get social with your new 'tribe'
- Explore & forage
- Learn new ways to make fire
- Prepare and cook your lunch over an open fire
- Build a natural shelter
- Networking the old-fashioned way



FRESHWALKS

PRIVATE



## Further from work, closer to people

Our **Private** events are based on the classic Freshwalks experience and designed to provide a memorable and cost-effective corporate event.

Routes can be tailored to specific requirements anywhere in the UK and our team can take care of as much or as little of the organisation as you require. Typically, we'd organise any combination of breakfast, transport, packed lunch and pub food and drinks afterwards.

The remote setting of our favourite routes brings people closer together without the distraction of technology or sporting entertainment. You will also find the hills to be a great leveller, breaking down hierarchal barriers, leading to deeper conversations and more meaningful interactions.

- Employee engagement
- Staff incentives or rewards
- Brainstorming or creative days
- Team building
- Client entertainment
- Partner engagement

Please request a copy of our Private Events brochure

# Membership

**A Freshwalks membership package works hard and returns value in many ways.**

Networking and new business development. Inviting existing clients or prospects to build relationships. Improving the local knowledge and mental performance of your people. Boosting team morale through employee engagement and an internal programme that rewards outstanding work with 'time-off' to recharge and refocus. And of course protecting and enhancing the mental wellbeing and physical fitness of your workforce.

**The outcomes? An employer brand that will attract and retain the best talent and a more resilient team, empowered to learn, network and collaborate.**

Each of our membership packages will give you and your team unrivalled access to our extensive programme of walks. Additionally, we will ensure your commitment is profiled and shared across our own networks, promoting and positioning your brand to a senior decision-making audience.

There are four membership packages to choose from; **Individual**, **Small Business**, **Business** and **Corporate**, each designed to suit a particular size of organisation and offer best value.

And if a **FULL** membership isn't suitable, feel free to opt for either **CLASSIC** or **CITY** as standalone packages (see next page)

Equally, we are happy to tailor something to suit – just ask!

- **Business development**
- **Networking & collaboration**
- **Knowledge & skills development**
- **Employee engagement & team rewards**
- **Mental wellbeing & physical fitness**

**“It’s been fantastic to see it work on so many levels. Firstly, Freshwalks creates a better quality of conversation when it comes to networking and we’re finding more new customers and suppliers that are culturally aligned with our own values. Our contacts list is consequently improving in quality as well as quantity.**

**But it’s using the membership package to reward performance and improve wellbeing of colleagues that has been the immediate, tangible benefit. The team are highly engaged, more loyal and working harder than ever towards our business goals.**

**Finally, as managing director of a thriving business, I personally feel energised and better equipped to drive growth through my own participation. By taking time out, I’ve been able to share challenges with other business owners and gain a fresh perspective on decision making.”**

**Barry Lowe**  
Managing Director, San-iT





## Packages

### Classic Membership

### City Membership

### Full Membership

If none of the packages suit your individual needs please contact us to discuss your requirement and we'll happily tailor something for you.

### Individual Membership (for consultants or sole traders)

**£30 per month** (min 3 months)  
£330 annual membership

**£30 per month** (min 3 months)  
£330 annual membership

**£55 per month** (min 3 months)  
£595 annual membership

- **Free** ticket to over 36 Classic & 24 City events per year
- Website profile
- Discounts with partner brands
- Membership certificate
- Priority access to social events

### Small Business Membership (Recommended upto 25 employees)

**£65 per month** (min 3 months)  
£725 annual membership

**£60 per month** (min 3 months)  
£680 annual membership

**£115 per month** (min 3 months)  
£1265 annual membership

- **Two** free tickets to over 36 Classic & 24 City events per year
- Website profile
- Discounts with partner brands
- Membership certificate
- Priority access to social events
- 10% discount on Private walks



## Business Membership (Recommended 26 to 99 employees)

**£110 per month** (min 3 months)  
£1190 annual membership

**£95 per month** (min 3 months)  
£1055 annual membership

**£185 per month** (min 3 months)  
£2020 annual membership

- **Three** free tickets to over 36 Classic & 24 City events per year
- Website profile
- Discounts with partner brands
- Membership certificate
- Priority access to social events
- 15% discount on Private walks

## Corporate Membership (Recommended 100 employees+)

**£155 per month** (min 3 months)  
£1715 annual membership

**£130 per month** (min 3 months)  
£1450 annual membership

**£260 per month** (min 3 months)  
£2850 annual membership

- **Four** free tickets to over 36 Classic & 24 City events per year
- Website profile
- Discounts with partner brands
- Membership certificate
- Priority access to social events
- 20% discount on Private walks

**Classic Membership**

**City Membership**

**Full Membership**

### Terms and conditions

Attendees must register online (via discount code) at least 7 days prior to a walk date.

Membership is non-transferable. 30 days' cancellation notice required beyond initial 3 month membership term.

Monthly membership payable by direct debit or standing order. Invoice provided quarterly in advance.

All memberships exclude food and drink on Classic walks but include buffet lunch on City walks.

Website profiles and Private walk discounts are subject to a qualifying period of 6 months without a break on monthly rolling membership payment schemes.

# Ticket Bundles

If membership packages feel like too much commitment to begin with but buying single tickets for every event is also tricky from an administration point of view, then perhaps purchasing discounted ticket Bundles might be another option for your business.

It's really simple. You choose how many ticket credits you'd like to buy upfront and we'll send you an invoice and individual discount code that unlocks hidden free tickets.

Your colleagues can then sign up in the usual way but without the hassle of paying by debit or credit card every single time.

**10 credits: £170 (minimum order)**

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**20 credits: £330**

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**30 credits: £480**

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**40 credits: £620**

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Email [michael@freshwalks.co.uk](mailto:michael@freshwalks.co.uk) to place your ticket bundle order.

## Terms and conditions

Attendees must register at least 7 days prior to a walk date and places are non-transferrable thereafter.

Purchased credits can be shared with anyone inside or outside your organisation.

All credits are valid for 12 months and are non-refundable.

Payment must be received prior to attendance of first event.

The above credits exclude food and drink on Classic walks but include buffet lunch on City walks.

Other T&Cs apply.



# Sponsorship

Our sponsorship packages are suitable for organisations that want to create a deeper, more meaningful connection to the Freshwalks business networking and wellbeing ethos, generating positive PR, building brand awareness and significantly raising profile in front of a senior and decision-making audience.

Packages can be tailored to specific requirements but our premium packages combine the benefits of a corporate membership with significantly enhanced brand visibility and pro-active marketing support. As a sponsor, we'll go the extra mile to ensure that you get the most out of the Freshwalks experience.

We have a limited number of event sponsorship packages available starting from £175 per City walk.

Benefits include:-

- **Branding on Freshwalks website home page**
- **Featured business website profile**
- **Branding on Eventbrite event pages**
- **Branding on regular email communications**
- **Social media, PR and marketing promotional activity**
- **Acknowledgement within attendee event communications**
- **Early preview of attendee lists**
- **Free tickets to your sponsored walks AND other events**
- **Free tickets to social events**
- **Partnership certificate for display within office**
- **Free merchandise**
- **Discounts with partner retailers**
- **25% off private walks**

Please ask for further details on current sponsorship opportunities.

# Venues

The success of our events is partly dependent upon excellent working relationships with a wide range of venues. Country pubs, independent coffee shops, pop-up restaurants and even microbreweries are all part of our food and beverage network.

For Classic walks we are always looking for a wholesome breakfast beforehand and home-cooked pub food at the end of a long day of walking. Locally brewed real ale also works a treat!

We prefer an informal, ad-hoc approach to post-walk dining to give our walkers flexibility but for the right venue we are happy to organise a pre-order, especially for smaller kitchens.

For City walks, it's more about the urban, independent café or restaurant vibe and buzzy venues doing something innovative or even slightly quirky. Because many of our walkers are busy professionals we do look for a slick lunchtime service where we can get a decent crowd in and out of your establishment as soon as possible.

Our proven formula is based around a fixed buffet style lunch service (whether that's soup and sandwich, tapas or pizza) that hopefully works efficiently for your kitchen and our budget per head.

We hope that you look after our guests and that they return to your establishment time and time again. Many of our partner venues go the extra mile and see repeat business as a consequence.

If you are interested in becoming a Freshwalks partner venue – and potentially being profiled on our website in the future – then please get in touch by emailing [michael@freshwalks.co.uk](mailto:michael@freshwalks.co.uk)

FRESHWALKS



## Contact

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