***Dear Charities & interested Individuals who want to raise money for your favourite Charity,***

The ‘Three Peak Walk’ around Ilminster is part of the Ilminster Midsummer Experience and takes place each year on the final day (Sunday) of the festival. This walk is traditionally open as an event for Charities to have a local challenge for people to raise money for them through sponsorship. So here are a few tips to help you champion individuals to walk to raise money for you! ***We’ve tried to make it as easy as possible for you to participate.***

1. Download the map and sponsorship forms from our website (or if you are receiving this by email they are already attached). All you have to do is insert the charities name and information into the sponsorship forms which are already set up including the legal ‘gift aid’ information.
2. Or, you can send your information to [admin@ilminsterexperience.co.uk](mailto:admin@ilminsterexperience.co.uk) and we will update the forms for you and email them back so you can print them out and get your supporters on board and walking.
3. We are also happy to put your branded forms on our website to make it convenient.
4. Once your forms are branded for your charity - email the map and sponsorship form to everyone you know! Perhaps you have a list of sponsors for your charity or perhaps get your child’s school involved! This can easily become a family and group event! Why not contact the local ramblers group!
5. Get a local shop(s) to you be your Champion! Ask them to put a poster up in their window and to hold sponsorship forms for people to stop by and pick up. You can also include their name on the poster...sponsored by XXXX!
6. Send out your own press releases to the local press. If you are raising funds for Charity the local press will not charge for this.
7. Why not make this a yearly tradition? Some people will come back year after year.
8. If you have any questions please don’t hesitate to contact us!

**It’s an Ilminster thing!**

***I****lminster Midsummer Experience (IMEx) has been running since 2008 and is now firmly established as a major tourist attraction.  There are dozens of events covering the arts, sports, exhibitions, a food and crafts show, a family dog show, a major classic vehicle show, concerts, a strolling Garage Sale, and much, much more.*

***M****any visitors come to see the famous Ilminster Banner and Flag Festival which runs for 4 weeks around the first week in June.  This colourful event celebrates many of the town’s businesses and organisations with over 100 flags throughout the town.*

***E****veryone is welcome.  There is sure to be something to appeal to all members of the family.  Come along to enjoy and participate in the* ***X****traordinary Ilminster Midsummer Experience.*