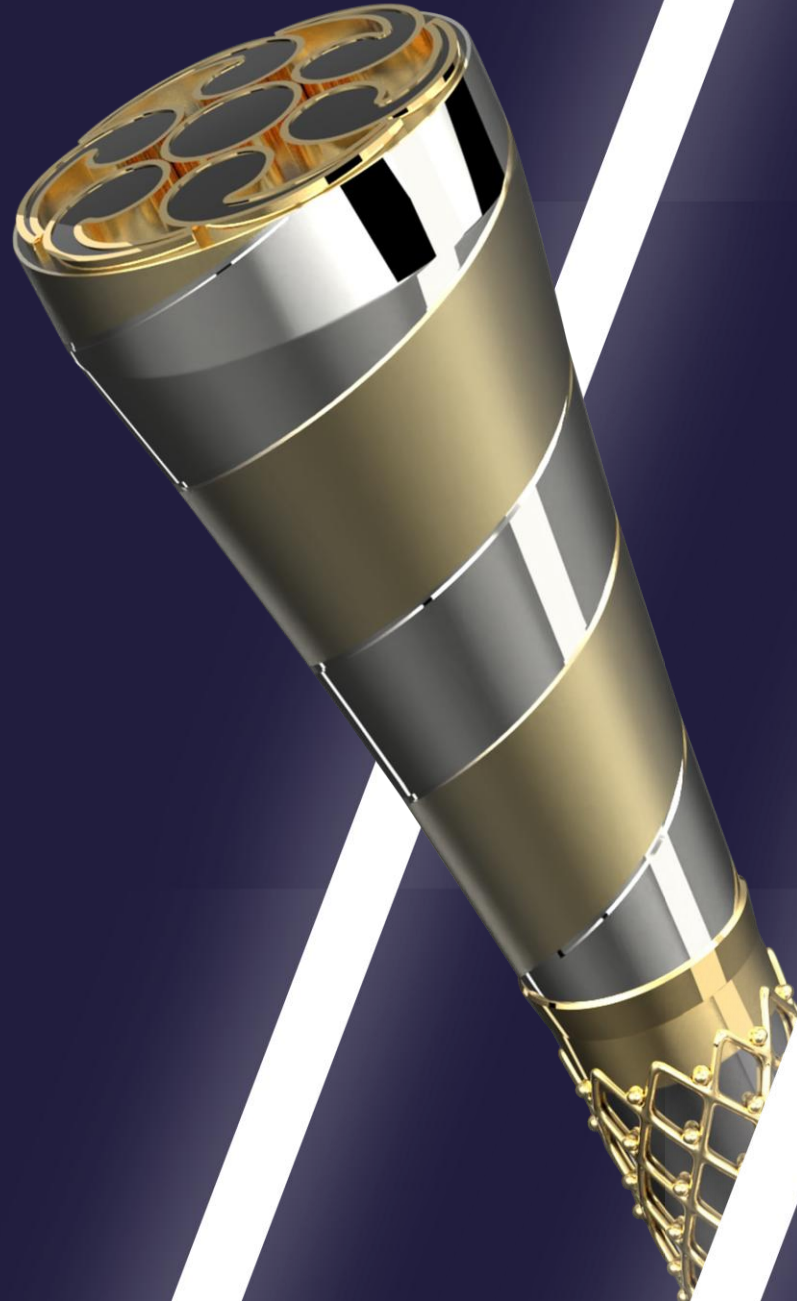


BATON
OF
HOPE

BATON OF HOPE TOUR 25

#PASSITON



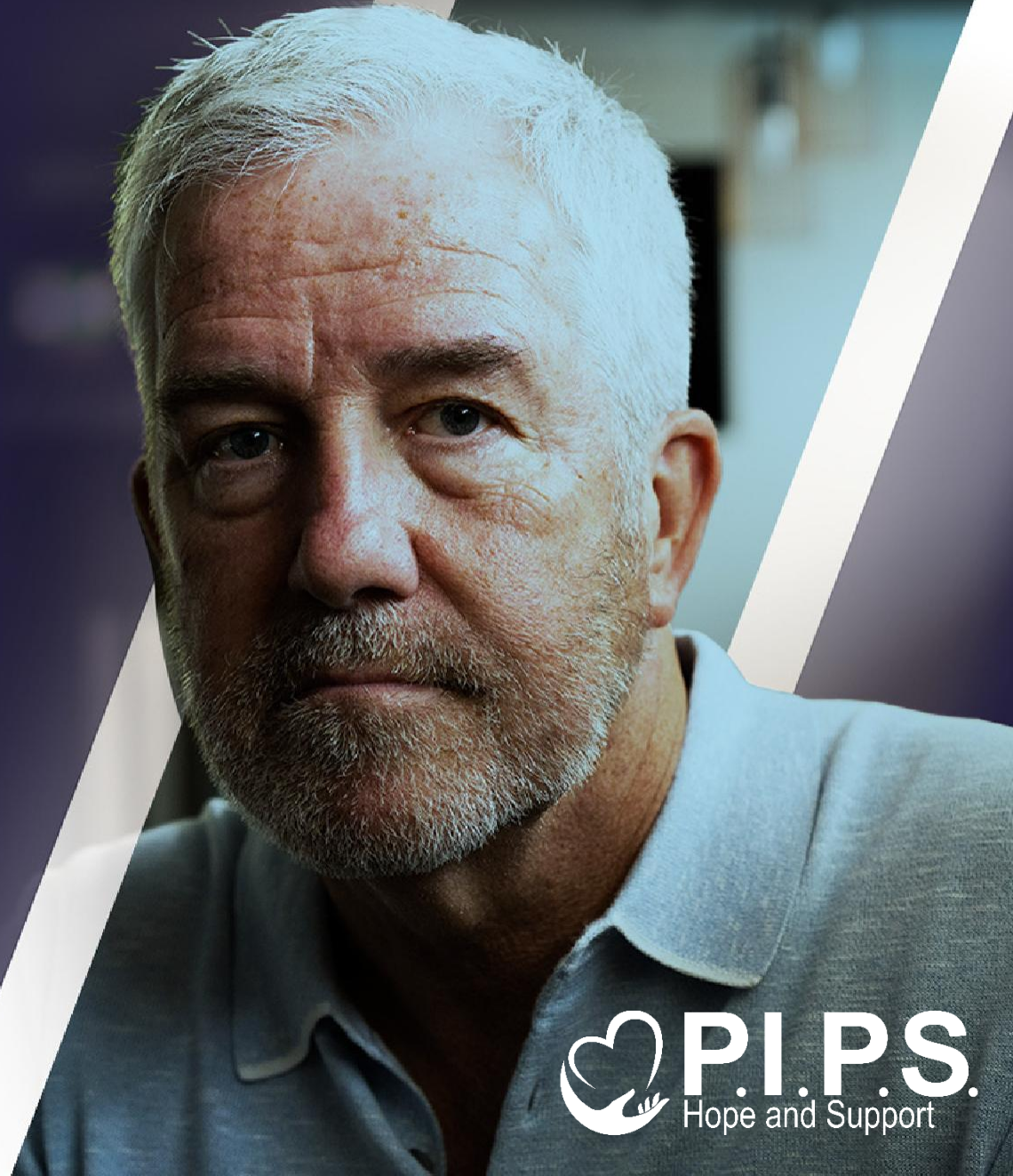
 **PI.P.S.**
Hope and Support

THE BATON OF HOPE IS
THE BIGGEST SUICIDE
PREVENTION INITIATIVE
THE UK & IRELAND HAS
EVER SEEN



THE MISSION.

THE MISSION OF THE BATON IS TO BRING ABOUT CHANGE IN THE WAY WE APPROACH SUICIDE AND HOW WE SUPPORT THOSE AFFECTED BY IT. WE WANT TO BRING TOGETHER BUSINESSES, LEADERS, CELEBRITIES AND CHARITIES ALL FIGHTING FOR THE SAME CAUSE TO BOOST THE NATIONAL CONVERSATION AND ELIMINATE THE STIGMA AROUND THE ISSUE. SIGNPOSTING PEOPLE TO THE CORRECT HELP ALONG THE WAY.



BATON
OF
HOPE

THE BATON.

DESIGNED BY THOMAS LYTE, GOLDSMITHS AND SILVERSMITHS TO THE LATE QUEEN ELIZABETH II, THE BATON IS NOT ONLY A BEAUTIFUL PIECE OF CRAFTSMANSHIP BUT ALSO AN ICONIC DEVICE THAT SYMBOLISES THE CAMPAIGN.

EVERYTHING ABOUT THE BATON IS DIRECTIONAL AND POINTS UPWARDS, SYMBOLISING HOPE.



BATON
OF
HOPE

THE TOUR.

NEWRY

3RD SEPTEMBER

BLACKPOOL
1st September

NEWRY
3rd September

WEST LOTHIAN
5th September

CUMBRIA
7th September

BRADFORD
9th September

LEEDS
10th September

TAMESIDE
12th September

DERBYSHIRE
13th September

NORTH LINCOLNSHIRE
15th September

NORWICH
17th September



LONDON FINALE EVENT
10th October

HERTFORDSHIRE
19th September

NORTHAMPTONSHIRE
20th September

KENT
22nd September

HASTINGS
23rd September

BASINGSTOKE
25th September

PORTSMOUTH
26th September

JERSEY
28th September

TORQUAY

30th September

HEREFORDSHIRE
2nd October

WREXHAM
4th October



WHO WE ARE – PIPS HOPE AND SUPPORT

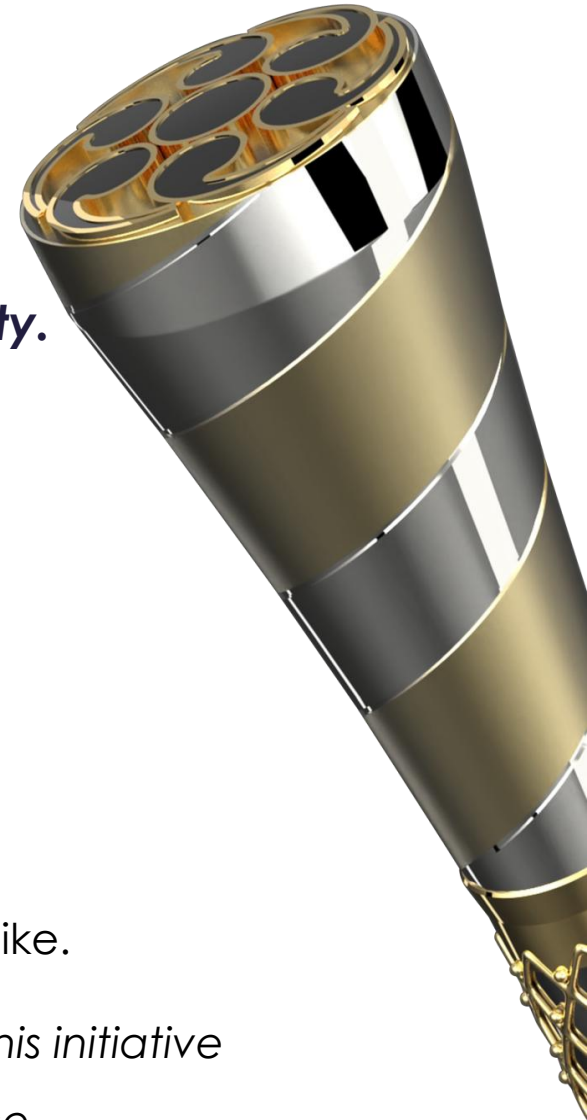
- Leading suicide prevention and mental health support charity in Newry, Mourne & Down, Upper Bann and SHSCT areas.
- Providing counselling, crisis and suicide bereavement support for individuals & families as well as training to equip communities with the skills needed to reduce the number of lives lost to suicide and promote mental wellbeing.
- Dedicated to reducing the stigma around mental health and saving lives through early intervention.
- We have offices in Newry, Lurgan and outreach our services across the SHSCT.
- We have the first of its kind, out-of-hours crisis café (The WELL-Bean Café) which operates on Monday & Friday evenings and Saturday & Sunday afternoons.

WHY THE BATON OF HOPE MATTERS

The need for action! Why Mental Health & Suicide Prevention Must Remain a Priority.

- Suicide is the leading cause of death among people under 50 in the UK & Ireland.
- In Northern Ireland, we have one of the highest suicide rates in Europe.
- Every single suicide has a devastating ripple effect on families, friends, and communities.
- 1 in 4 people will experience a mental health problem each year.
- 40% of people struggling with mental health do not seek help due to stigma and fear.
- Mental health issues can affect anyone - young people, workers, parents, and athletes alike.

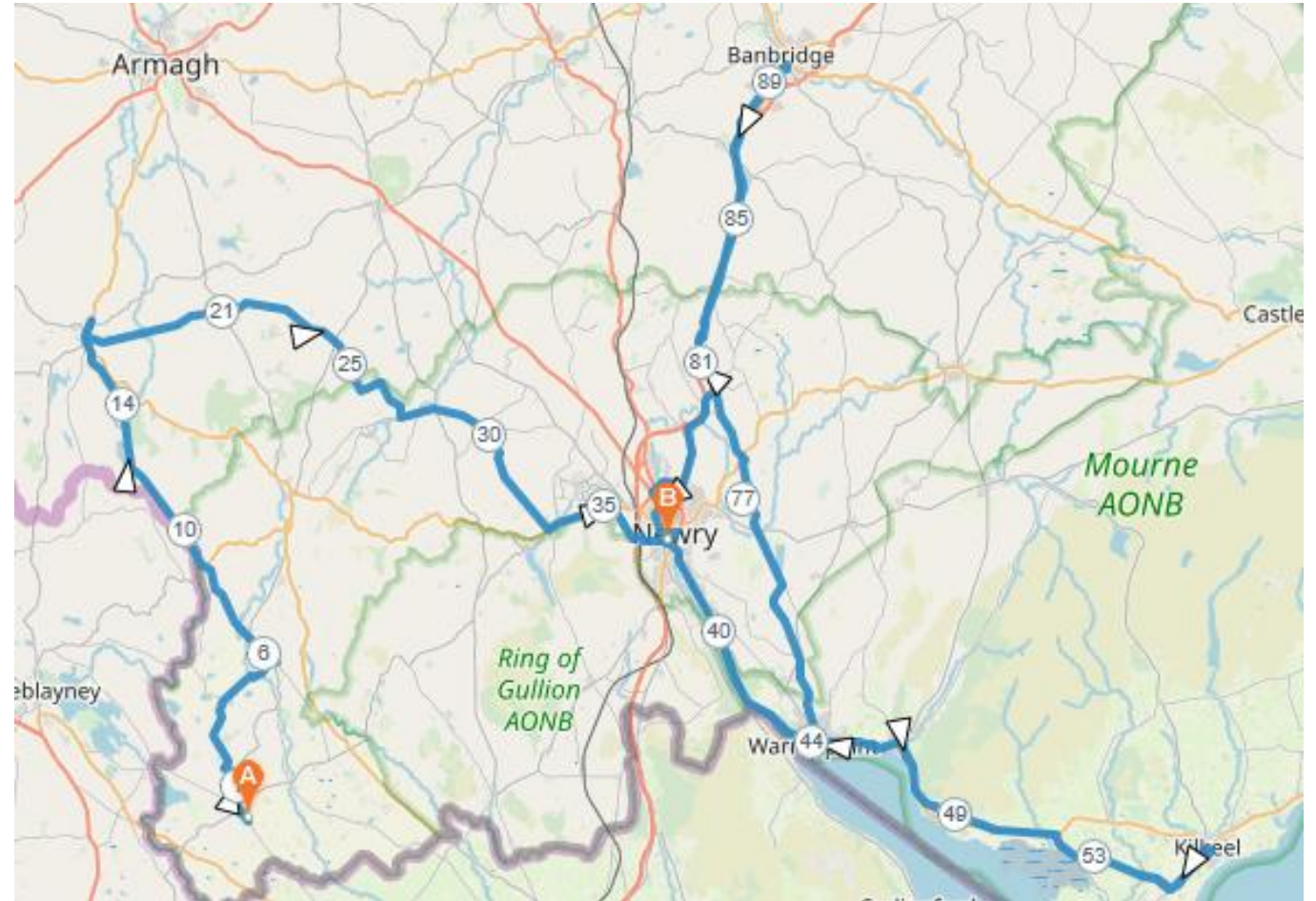
By bringing the Baton to Newry, we are sparking real conversations and mobilising action. This initiative will empower people with knowledge, resources, and support networks to make a difference.



WHAT OUR TOUR DAY WILL LOOK LIKE?

The Baton will be carried and transported across many localities including;

- Crossmaglen
- Cullyhanna
- Keady
- Camlough
- Bessbrook
- Kilkeel
- Rostrevor
- Warrenpoint
- Banbridge
- Newry (Finishing at The Canal Court Hotel where there will be a Charity Market & Guest Speakers)



WHAT WILL HAPPEN AT EACH OF THE LOCATIONS?

During the Tour, a variety of impactful initiatives will be held, including:

- Official welcome and handover with opening remarks and photo opportunities with sponsors, baton-bearers etc.
- Guest Speakers and testimonials from Survivors of suicide loss sharing the importance of support, Mental health advocates, Community leaders and sponsors.
- Community Engagement with Interactive Sessions of Music, poetry, & performances by local artists, Art displays & mural painting to symbolize resilience and recovery, Workshops or storytelling focused on mental health awareness and support. **Local and regional news – BBC NI and UTV.**
- Charity market with local and regional support services mental health professionals providing Free access to support services, helplines, and educational materials and well-being activities.

WHY SHOULD BUSINESSES GET INVOLVED?

Make a Difference Through Corporate Social Responsibility (CSR)

- Mental health impacts everyone—employees, customers, and the wider community.
- Suicide prevention is a critical public health issue - your business can help create change. Demonstrate leadership by supporting a movement that saves lives.
- Align your business with a meaningful, life-changing initiative. Build trust and goodwill with customers who value socially responsible businesses, showing your commitment to mental health and community wellbeing.
- Brand recognition through event materials, media coverage, and digital campaigns. Local and regional publicity – Be featured in press releases, social media, and community events.
- Connect with hundreds of attendees and other like-minded businesses. Be part of a high-profile, respected initiative with strong public engagement.

SPONSORSHIP PACKAGES!

HEADLINE

£3,000

Prominent branding & sponsorship recognition

- **High Visibility:** Logo on event banners, flyers, social media, and press releases.
- Recognition on Event Day.
- **Involvement in the Baton Tour:** Opportunity to walk with the Baton at a key location.
- Social Media Shout-Outs.
- Business promoted.
- Networking Opportunities.

GOLD

£1,500

Support the cause & enhance your corporate social responsibility

- Logo placement on select marketing materials & social media promotions.
- Recognition at community stops where the Baton arrives.
- Opportunity to contribute branded materials or resources (e.g., T-shirts, water bottles, signage).
- Social Media & Website Mention – Highlighting your company's commitment.

SILVER

£500 or In-Kind

Perfect for small businesses or organisations looking to contribute

- Donate resources – Event spaces, refreshments, merchandise, signage, printing, or volunteer time.
- Sponsor a specific aspect of the event (e.g., signage, transportation).
- Promote the Baton of Hope on your social media & within your networks.
- Staff Participation – Encourage employees to take part and show their support.

THE IMPORTANCE OF BUSINESS SUPPORT

Ensuring Maximum Reach, Engagement & Impact:

- Expanding the Message of Hope & Support.
- Reaching Thousands in the Community.
- Creating a Long-Term Impact.
- The Power of Collective Action – Be part of the solution.

"I lost my brother to suicide. It was unexpected, devastating, and life-changing. I always thought it was something that happened to other families, not mine. Looking back, I now realise there were signs, but we didn't know how to recognise them or what to do. If more people had access to the right support, more lives could be saved. That's why initiatives like the Baton of Hope are so important they break the silence, open conversations, and provide real help. Every business, every leader, and every community member has a role to play in making sure no one suffers in silence."

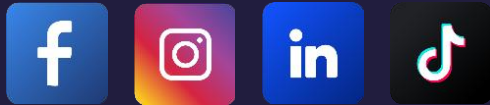
BATON
OF
HOPE

 **PI.P.S.**
Hope and Support





FOLLOW US **KEEP UP TO DATE.**



VISIT US:

www.pipshopeandsupport.org

SUBSCRIBE TO OUR MAILING LIST

<http://eepurl.com/ibPkBr>



**SCAN TO SUBSCRIBE
TO OUR MAILING LIST**



BATON
OF
HOPE

**TOGETHER
WE CAN AND WILL
MAKE A DIFFERENCE.**

#passiton



BATON
OF
HOPE

ANY QUESTIONS

