



LLOBREGAT X LA DIABETIS
Solidarity challenge · 16-18 October 2026

SPONSORSHIP DOSSIER

Put your brand on the river

180 km, 28 municipalities and 3 days to raise awareness of type 1 diabetes and turn the Llobregat route into a solidarity line for research.

180 km

of the challenge

28

municipalities

3 dies

route

10.000€

goal



THE PROJECT

A solidarity challenge that *follows the river*

Llobregat x la Diabetis will run the Llobregat from north to south to unite sport, territory, families, businesses, companies and biomedical research linked to type 1 diabetes.

180 km

un route de riu,
sport and solidarity

28

municipalities i punts
of the territory

Oct 2026

three days of challenge
starting 16/10

10.000€

goal de
goal

TRANSPARENCY

Who is behind it?

Solidarity campaign driven by Cristian Gómez personally. It is not a legal entity: donations are made to AREDI, a non-profit association, through Mi Grano de Arena.

**AREDI**

BENEFICIARY CAUSE

AREDI and type 1 diabetes research

L'aportació ajuda a convertir quilòmetres en hores de laboratori i a donar visibilitat a una causa científica real.

Idea clau: els donatius solidaris van a AREDI. Els patrocinis fan possible la logística, la comunicació i la visibilitat of the challenge sense desviar la recaptació.

WHY SPONSOR

This is no ordinary challenge. It is the challenge of the territory.



01

Visibility across the territory

3 dies, 28 municipalities i 180 km de route. Presència en materials, samarretes, xarxes i activacions locals.

02

Media and social potential

Un projecte capaç de generar contingut, històries i seguiment durant mesos: xarxes, premsa local, municipalities, Herois.

03

Authentic emotional association

This is not a marketing action. It is a real story connecting sport, family, territory and research.

04

A real scientific cause

The fundraising goes to AREDI, which drives biomedical research into type 1 diabetes. Kilometres into laboratory hours.

Abans, durant i després of the challenge: municipalities adherits, Herois i Heroïnes, seguiment del route, contingut en directe i informe final amb dades reals.

ROUTE

180 km, *tres dies* and one river

El repte segueix el Llobregat de nord a sud. Els horaris i el track GPS es comunicaran a mesura que s'acosti la data.



1

Castellar de n'Hug → Gironella

Llobregat Springs · La Pobla de Lillet · Guardiola · Cercs · Berga · Avia · Gironella

2

Gironella → Monistrol de Montserrat

Puig-reig · Navàs · Balsareny · Sallent · Navarces · Manresa · Sant Vicenç · Monistrol

3

Monistrol → Desembocadura

Esparreguera · Olesa · Abrera · Martorell · Sant Andreu · Molins · Sant Feliu · Sant Joan Despí · Cornellà · L'Hospitalet · El Prat

Brand activations across the territory · Link your brand to a km, a municipality or a landmark.

SPONSORSHIP LEVELS

Choose how you want *sumar-t'hi*

Des d'apadrinar un quilòmetre fins a una aliança a mida. Tots els nivells inclouen menció pública, agraïment a xarxes i presència al dossier final.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Km Sponsor 100€ / km Sponsor a specific km. Ideal for individuals, shops and small businesses. • Web mention with the km • Live dedication • Sponsor gallery	Town or landmark 500€ o més Link your brand to a municipality or symbolic point of the Llobregat. • Link to town/location • Logo on local materials • Social media coverage at passage • All from Level 1	General sponsor 3.000€ or more Maximum visibility within standard levels. Presence throughout the route. • Logo on t-shirt and main materials • Opening/closing mention • Priority position • All from levels 1 and 2	Custom sponsorship A mida sense preu tancat For specific alliances, mixed contributions or singular activations. • Tailored benefits • In-kind contribution • Territorial activation • Personalised follow-up

All amounts and benefits are agreed before signing. Level 2 groups territorial sponsorship and singular points.

BENEFITS

What each sponsor *patrocinador*

Visió ràpida de visibilitat prevista. Les activacions concretes s'acorden segons nivell i moment d'adhesió.

VISIBILITY / BENEFITS	KM	TOWN / LOCATION	GENERAL	CUSTOM
Sponsor gallery al web	●	●	●	●
Public acknowledgement on Instagram	●	●	●	●
Link to km, town or location	●	●	●	●
Logo on t-shirt or specific materials		●	●	●
Featured logo on main materials			●	●
Mention at opening or closing			●	●
Territorial activation / in-kind contribution				Agreement
Final results dossier	●	●	●	●

WHAT WE ALWAYS INCLUDE

- Sponsor gallery al web
- Public acknowledgement on Instagram
- Final results dossier
- Receipt/certificate depending on channel

IN-KIND CONTRIBUTIONS

Vehicles, accommodation, catering, signage, photography, video, design or professional services can be valued at market price as equivalent sponsorship.

HOW TO FORMALISE IT

Timeline and *process*

Procés senzill: primer parlem el nivell, després concretem l'acord i finalment es formalitza abans of the challenge.



Key dates

Donacions a partir de l'1 de setembre · Aportacions abans del 15 de setembre · Inici of the challenge el 16 d'octubre a les 8:00h



LET'S TALK?

Put your *brand on the river?*

Cada patrocini fa possible una part of the challenge i ajuda a multiplicar l'impacte de la campanya per a la diabetis tipus 1.



Contact

info@llobregat.org

@llobregatxla diabetis

What you contribute

Visibilitat territorial, suport logístic i vinculació directa amb un projecte autèntic que mobilitza persones, municipalities i comunitat.

What the cause receives

More capacity to convert kilometres into research, raise awareness of T1D and run a transparent campaign with a final report.

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