



## More Education Sponsorship

### Guidance Document



### Background

The More Education Sponsorship Programme has been developed to create a sustainable and attractive opportunity for both national and local businesses to support the development of the charity. In an era where many businesses are balancing corporate social responsibility, as well as ensuring their business is profitable, we are determined to create a unique opportunity for businesses to ensure that they can see a tangible return on their investment.

### The Model

There will be a number of sponsorship options and for the first intake only, the sponsorship period will last from the point of donation, until September 2023. The second programme intake will commence in September 2023. Applications for the second intake will commence in January 2023 – please note that applications for the second intake will be reduced greatly, due to the school being operational from September 2022.

It is important that our sponsor organisations receive publicity that is right for their business. Whilst the below is a guide, the team would be happy to discuss other alternative opportunities for joint publicity.

Organisations can choose whether they would like to sponsor the Koala Community Hub, The Andover Small School or both, via More Education. Please note that if funds are to be allocated to one project only, your organisation logos will only show on that website/communication streams. Sponsorship of More Education will mean that your logos will be included on all websites. Further information about More Education, and each project, can be found here:

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

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

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

Sponsorship Package	Benefits	Minimum Donation	Membership Limit
Diamond	<ul style="list-style-type: none"><li>Individual one off projects to be organised between the charity and organisation to highlight the support given.</li><li>Company logo on the front page of the website page.</li><li>Company logo on email footers of all official email addresses.</li></ul>	£25,000	4 companies



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	<ul style="list-style-type: none"> <li>• Company logo on the 'Sponsors' page of the website, along with a synopsis of the business and contact details.</li> <li>• Company logo on the minibus (once purchased).</li> <li>• 'Spotlight' on what has been achieved by the project/charity as a result of the sponsors donation, to be shared across social media and local/national press.</li> <li>• Numerous media opportunities during the development of the charity for key members of the organisation to be photographed and included in local news stories.</li> <li>• Logo inclusion (and company contact details) in the Sponsors section of the charity newsletter.</li> <li>• A 'Proud sponsor of Andover Small School and Koala Community Hub' logo (or just one project element), to be used by the sponsor.</li> </ul>		
Platinum	<ul style="list-style-type: none"> <li>• Company logo on the front page of the website.</li> <li>• Company logo on the 'Sponsors' page of the website, along with a synopsis of the business and contact details.</li> <li>• Company logo on the minibus (once purchased by the charity).</li> <li>• Numerous media opportunities during the development of the school for key members of the organisation to be photographed and included in local news stories.</li> <li>• Logo inclusion (and company contact details) in the Sponsors section of the social media newsletter.</li> <li>• A 'Proud sponsor of Andover Small School and Koala Community Hub' logo (or just one project element), to be used by the sponsor.</li> </ul>	£10,000	7 companies



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Gold	<ul style="list-style-type: none"> <li>Company logo on the 'Sponsors' page of the website, along with a synopsis of the business and contact details.</li> <li>Logo inclusion (and company contact details) in the Sponsors section of the social media newsletter.</li> <li>A 'Proud sponsor of Andover Small School and Koala Community Hub' logo (or just one project element), to be used by the sponsor.</li> </ul>	£5000	12 companies
Silver	<ul style="list-style-type: none"> <li>Company logo on the 'Sponsors' page of the website, along with a synopsis of the business and contact details.</li> <li>Logo inclusion (and company contact details) in the Sponsors section of the social media newsletter.</li> <li>A 'Proud sponsor of Andover Small School and Koala Community Hub' logo (or just one project element), to be used by the sponsor.</li> </ul>	£2000	16 companies
Bronze	<ul style="list-style-type: none"> <li>Company logo on the 'Sponsors' page of the website, along with a synopsis of the business and contact details.</li> <li>Logo inclusion (and company contact details) in the Sponsors section of the social media newsletter.</li> <li>A 'Proud sponsor of Andover Small School and Koala Community Hub' logo (or just one project element), to be used by the sponsor.</li> </ul>	£500	30 companies

### Minimum Donations

The amount stipulated above is the minimum amount that must be donated to trigger this membership level. The 'donation' can be made up of services, goods or cash donations. Where the donation is made up of services or goods, proof must be received of the 'normal' cost of those goods or services. For example, if offering a professional service at £200 an hour, this service cannot normally be offered to other business customers at £100 an hour in an attempt to inflate the donation rate.



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Where an agreement is signed, between the charity and the sponsor, prior to monies being released, the sponsor shall enjoy the benefits of the chosen membership programme once an initial donation has been made (the amount and timescales of these donations will be agreed between both parties).

#### Sponsor Suitability

The Trustees retain the right to discontinue the sponsorship agreement if the sponsor company does, at any time, involve themselves in any of the following:

- Activities which are harmful to children or young people
- Activities which are illegal
- Activities which are considered disingenuous by the More Education Trustees

All sponsors will be asked to sign an agreement regarding their use of the sponsorship programme logo.

#### Points of Note

- The 'Proud Sponsor of Andover Small School and Koala Community Hub' logo will have a date for each intake (i.e. 2021/22) which cannot be removed from the logo.
- Once the initial programme period has ceased, and the school is operational, there will still be opportunities to sponsor additional programmes and possibly, additional schools. However, it is likely that membership numbers will reduce greatly in the second intake.

For more information, please contact Tori Rist:

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