



Sadsville Campaign Sponsorship

'DOUBLE DECKER' PACKAGE: LOCAL SPONSORSHIP

Our 'Double Decker' package is exclusive sponsorship within a Local Education Authority

To enable the Martin Roberts Foundation to provide a copy of the *Sadsville* book FREE to every child aged 8/9 (year 4) in schools across the country, we are appealing to sponsors to cover printing and distribution costs. This sponsorship opportunity can provide a unique and valued platform for companies and organisations to fulfil marketing, PR and corporate social responsibility objectives.

Local Sponsorship works like this:

- The UK is divided into 152 local education authorities and companies / organisations are invited to cover the printing and distribution costs **EXCLUSIVELY** within one or more Local Education Authority. The cost to sponsor SADSVILLE for a particular LEA will vary depending on the size of the Authority and the number of books required, but a single organisation may have exclusive sponsorship for approx £12,000 - £18,000.
- The Martin Roberts Foundation will be able to give a figure for sponsoring a given LEA.

In return, sponsors will get:

- A full page advert will be featured on the inside front cover OR inside back cover of the book '*Sadsville*' - destined for every child in Year 4 within the chosen Local Education Authority at the time of distribution. The book will be taken home and shared with the child's parents and siblings.
- A full page advert will be featured on the Sponsors page of 'The Villes' website www.thevilles.co.uk with links to the sponsors own website.
- A full page advert on the Sponsors page of the Kindle version of *Sadsville*.
- Sponsors will receive 10 invitations to various PR and launch events associated with the *Sadsville* Campaign.
- Sponsors will receive 10 copies of *Sadsville* signed by the author, Martin Roberts.
- Sponsors will be permitted to promote their support of the Martin Roberts Foundation and The *Sadsville* Campaign on their own website and social media channels with photos and collateral provided by the Foundation.
- Sponsors will have the opportunity to be featured in press releases and a national publicity campaign associated with the *Sadsville* project.
- Sponsors will be mentioned in speeches delivered by Martin Roberts and other ambassadors for the charity at future PR and marketing events.

Cost of Exclusive Local Sponsorship - £12,000 - £18,000 depending on pupil numbers

Please see 'Other Sponsorship Opportunities' for other ways to help.