

## Sponsorship Opportunity

**Title:** Young Chamber – Regional Business Sponsor

**Description:** 1 of 4 Exclusive Regional (Sandwell, Dudley, Walsall, Wolverhampton) Business sponsors, supporting the Young Chamber initiative & their activities. This a Key initiative the Chamber is looking to grow through support from sponsors, reaching out to more schools and providing opportunities to disadvantaged students.

**Assets included:** The following assets are included as part of this opportunity:

Asset	Description	Total Campaign Value	Equivalent Per Sponsor
<b>Dedicated Web Page</b>	Full page width header image depicting the sponsors of the young chamber, displayed all year round on the campaign page	£5000.00	£1250.00
<b>Young Chamber Activities</b>	Sponsors included in press releases & promotion of a Minimum of 6 Key Activities (inc. Sky Skills, Houses of Parliament)	£4000.00	£1000.00
<b>Young Chamber Committee</b>	Guest invitation to the Young Chamber Committee meetings (4 per year – minimum invitation to 1 per sponsor) & inclusion in associated press release	£3400.00	£850.00
<b>Prosper Magazine – Young Chamber Editorial</b>	Sponsors logos included in Young Chamber content in each Prosper Magazines (4 per year) plus opportunity to be interviewed by the Young Chamber in their annual editorial ‘takeover’ of Prosper (YC lead content in 1 edition each year)	£4960.00	£1240.00
<b>Corporate Social Responsibility (CSR)</b>	Beneficial contribution to the sponsors CSR strategy, emphasising their values as supporting the local area, creating opportunities for the disadvantaged and promoting the building of relationships between business & education	£6000.00	£1500.00
<b>Bespoke joint promotion</b>	Opportunity to work with Chamber team on a bespoke joint promotion related to the Young Chamber and the sponsor (1 per sponsor / 4 per year)	£8000.00	£2000.00
<b>TOTAL VALUE OF ASSETS</b>		<b>£31,360.00</b>	<b>£7,840.00</b>

(All figures are per annum and exclude VAT)

**Sponsorship Investment:** The investment level sought for this sponsorship opportunity is **£3,950.00 +VAT per annum, per sponsor;** yielding a **return of 198%** per annum vs the total value of the assets included.

**Marketing Reach / Exposure:**

- Schools Engagement - Chamber engaged with 76 Secondary Schools, 20% of which are YC Members
- Chamber Weekly Mailer - 1600+ subscribers per month
- Press release database - 400+ media contacts
- Press uptake - 76% usage rate
- Twitter (7500+ followers) - 96.5k average monthly impressions
- Linked IN (2500+ followers) - 32k average monthly impressions