



PERSPECTIVZ



Sponsor  
Information

SUSTAINABLE DEVELOPMENT GOALS  
**ACTION**  
**CAMPAIGN**

# SPONSOR & SUPPORT US

We have been blessed over the years with a family of people and supporters who help to make this magic happen. This year public funding has been reduced and so we need your help more than ever. We have created a number of sponsorship and supporter's packages aimed at large and small organisations and individuals.

Below sets out our approach and includes a number of ways you can support.

## HEADLINE SPONSORS

~~1 x £15k Community & Well-being~~

~~Headline Sponsor~~ **Filled**

**1 x £15k Education & Child  
Development Sponsor**

These two themes are at the heart of the Builder Book UK ethos.

## INDUSTRY SPONSORS

**7 x £7,5k sustainability sponsors**

one for each of the following Builder Book Planet Pack subjects (construction and industry, food, fashion, energy, transport, recycling and innovation)

## ECO SPONSORS

**£1000** - as many as we can get thank you!

## IN KIND SUPPORTERS

We also have people and organisations that can contribute in kind to support the year-long activities, from research to design to logistics and assembly. From gifting prizes for our competition, to helping us with exhibition space. From volunteering to distributing the boxes. If you can help in this way please get in touch and join the community. We would be extremely grateful.

This is an amazing opportunity for you and your organisation to make a remarkable difference to quality of life in communities across the region.

**Get in touch today!**  
**hello@builder-book.com**

ELEMENT	ACTIVITY	2 X HEADLINE SPONSORS £15k Community Wellbeing and Education	7 x INDUSTRY SPONSORS £7.5k	ECO SPONSORS £1K	IN KIND
Brand Marketing	Online Promotion	Website   Social media   Eco Builder Box banner   Eco Box Production and Competition Events	Yes	Yes	Yes
	Press Releases	Launch event   Volunteering week   social value workshops   competition launch   exhibition   impact report	Yes		
	Radio Interview	Invitation to join Liverpool Live Radio Thursday show and Billy Hui Radio Merseyside	Yes Liverpool Live		
	Builder Book Planet Pack App	Whole page feature about your Company with links to Company website and social media	Yes Half Page		
Social Value Workshops	VIP Invitation	Invitation to attend Planet Pack Builder Book workshops across LCR			
	Sponsor Keynote	5 minutes community impact talk at each workshop			
	Media Photos	Photo opportunities at each Workshop			
Builder Book Planet Pack Production	Planet Pack Logo	Company Logo on front of 10,000+ eco packs	Yes	Named Inside	Named Inside
	Planet Pack Promotion	Company resources distributed to 10,000+ families	Yes		
	Brand Volunteering Story	Your Company team of 5 volunteers will be filmed and interviewed for our media story promotions	Yes		
Competition Event	Keynote Speaker	10 mins keynote talk on stage			
	Judging Panel & Presenter	Opportunity to be a competition judge and present an award	Yes		
	Planet Pack Builder Book Certificates	Company logo as Headline Sponsor on Competition Winner Certificates	Yes Subject sponsor		
Social Impact Report	Brand Marketing	Headline Sponsor on social impact report for LCA Combined Authority and DCMS	Yes Subject sponsor	Named	Named
	ESG Contribution	Builder book Planet Pack social impact report includes Company's contribution	Yes Subject sponsor		

# CO-ORDINATING LARGE-SCALE COMMUNITY AND CORPORATE ACTION

The phenomenal collaboration and social impact in education and well-being generated by our Builder Book team and partners continues to grow each year. We are committed to maximizing impact and utilizing funding efficiently through our extensive network reach, utilizing skills and services of collaborative partners and searching for meaningful in-kind support.

Overall, the Builder Book Projects

have achieved far-reaching social impact with exponential growth with each project. Growth can be determined in several ways. The strength and value of our corporate collaborators, the quality of our partners and the expertise represented on our growing board. Below, we focus on the quantities of books, resources and workshops delivered across the Merseyside region. This year, we will also collaborate with partners in Deeside, North Wales.

SOCIAL IMPACT DESCRIPTION	TOTAL
Builder Book Boxes Builder Book Packs Picture books and activity books Stationery packs Comic books Posters Sticker packs Activity passports	25k 8k 150k 12k 10k 10k 12k 6k
Children involved - Through packs, boxes, workshops, competitions, volunteering and events	29.15k
Households contacted	28k
Community hubs engaged	75+
Support from businesses and organisations	120+
Volunteers	250 and growing
Competition entries	1200

# GETTING HEARD

Through our founder members, board members, and supporters, we are active across social media. We represent many boards and steering groups and regularly meet with officials all across the UK. We have a regular TV and radio pres-

ence. This campaign lasts over 12 months, and there are 5 key events that trigger press releases, film, photography and promotion on social media. Lots of opportunities to get heard! Below is an indication of our reach.

TYPE	SOCIAL IMPACT DESCRIPTION
Twitter hits	<ul style="list-style-type: none"> <li>• 287k</li> <li>• Via our LivLitCycle network, board member profiles, FSB support, and ‘supertweeter’ supporters</li> </ul>
Facebook posts	<ul style="list-style-type: none"> <li>• 60k</li> <li>• Personal and professional pages of board members and wellbeing, literacy, education group memberships</li> </ul>
Radio Publicity	<ul style="list-style-type: none"> <li>• Liverpool Live Radio #LiverpoolSpeaks</li> <li>• BBC Radio Merseyside</li> <li>• Local podcasts</li> </ul>
Publications	<ul style="list-style-type: none"> <li>• Liverpool Echo column</li> <li>• Social impact report sent to government depts</li> <li>• Planet Liverpool</li> <li>• FSB newsletters</li> <li>• UN Global Goal event diary</li> <li>• Liverpool Growth Platform</li> <li>• 5 key press releases each year</li> </ul>
Meetings and events	<ul style="list-style-type: none"> <li>• Boat of hope exhibition Anglian cathedral</li> <li>• Visit to No 10</li> <li>• DCMS impact project</li> <li>• Innovation Exhibition</li> <li>• Workshop Roadshow</li> <li>• Community Outreach and pop-ups</li> </ul>

# THANK YOU

Please feel free to get in touch with us at any time

[hello@builder-book.com](mailto:hello@builder-book.com)