



# Sponsorship Proposal 2019/20

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## What We Do:

We facilitate debates and discussions centered around culturally diverse groups within the UK in a driven agenda to revolutionise conversation amongst the youth.

We exist as an official union society in the University of Surrey, known as **#WOKESurrey**. By running weekly term-time sessions since its genesis, #WOKESurrey has successfully strengthened the bond between individuals of ethnic background in the Surrey community and has garnered the interest of individuals of other races to also partake in the conversation.

We also work with BAME-focused societies in other universities (i.e. African & Caribbean Societies and Black, Asian & Minority Ethnic societies) as well as external organisations with similar target audiences. We deliver sessions which enlighten and inspire, hoping to break the communication barriers between minds through conversation.

The nature of topics discussed at our sessions are diverse, traversing the dimensions of race, gender, society, academia, family and relationships as well as encompassing fields such as ethics, history, politics and religion. We also run different, yet favourable, kinds of sessions devoted to specific topic dimensions:

- **#WOKEWeekly Mental Health**, primarily dedicated to discussing topics from a psychological perspective and disseminating vital information for the improvement of our welfare.
- **#WomenOfWOKE**, a branch of sessions for women and about women. Topics revolve around the lives of, and struggles experienced by, women in today's society.
- **#WOKEWeekly Christian Edition**, a series of sessions which explore questions and concerns pertaining to Christian youth that are usually not spoken about in today's church.

## What We Offer:

We offer a medium through which to channel your organisational aims in addressing youth audiences in culturally diverse communities. We have an enviable track record of grabbing the attention of youth through highly engaging conversations and can therefore ensure an effective pipeline for your organisational deliverables in this sector.

Whether its facilitating conversation based on matters you specifically wish for us to discuss, providing your brand's giveaways for our audience to indulge during our sessions, or effectively advertising any products, services or schemes which are beneficial to our shared target community, we believe in our ability to increase the receptibility and understanding of your deliverables by our audience.

Our brand is conspicuous, our services are palatable amongst our audiences and our demand continues to rise. #WOKEWeekly is steadily growing in popularity amongst universities, schools and communities.

We've collaborated with organisations such as **Strength From Within** to hold constructive and empowering discussions with Sixth Form students moving onto university in order to stimulate self-awareness and potential, as well as **REVOLYOUTION** to educate and deconstruct the negative stereotypes of gender, entrepreneurship and social media.

We've also worked with a range of societies to hold powerful conversations at the following universities:

- Birmingham, University of
- Brunel University London
- King's College London
- Lancaster University

- Manchester, University of / Manchester Metropolitan University / University of Salford
- Oxford Brookes University
- Royal Holloway, University of London
- Surrey, University of
- York, University of

In addition, we have plans in the coming months to run sessions at:

- Cardiff University
- Coventry University
- Essex, University of
- Loughborough University

## **What We Require:**

In order to push forward the agenda of ushering enlightenment into greater spaces, #WOKEWeekly requires funding to support its activities and maintain its ongoing operations. We will be using any acquired funds for the following:

- To cover any transportation and accommodation expenses of our coordinators travelling to other cities to facilitate sessions.
- To fund the hosting of our website and mailboxes.
- To invest in equipment to help build our digital platforms through media and videography.
- To invest in merchandise for sales to our audience, with all profits being fed back into the organisation to carry out the above points to a greater degree.

The following sponsorship packages are available to pre-select with numerous benefits; however, we are open to negotiations of sponsorship agreements tailored to your requirements.

	Platinum	Gold	Silver	Bronze
Amount	£7,500	£2,500	£1,000	£500
Duration	30 sessions	12 sessions	3 sessions	1 session
Active product or service promotion or demonstration <sup>1</sup>	✓	✓	✓	✓
Distribution of brochures, cards and giveaways	✓	✓	✓	✓
Supply of brand's edibles and beverages	✓	✓	✓	✓
Display of banners during session	✓	✗	✗	✗
Social media shout-outs <sup>2</sup>	✓	✓	✗	✗
Organisation logo on digital promotional material	✓	✓	✓	✗
Organisation listed on partners page on our website	✓	✗	✗	✗
Linked content to company on website and social media	✓	✗	✗	✗
Including external sessions beyond #WOKESurrey?	✓	✓	✗	✗

<sup>1</sup> During the break of, or after, every session held.

<sup>2</sup> Alongside the promotion of sessions on social media.

Note that, except being listed on the partners page of the #WOKEWeekly website, all mentioned benefits last only for the duration of the package.

## More Information

#WOKEWeekly takes pride in working with organisations who believe in our goals and can work with us to continue to make an impact in ethnically diverse communities. For any questions, enquiries or interests in sponsoring our organisation, email us at [enquiries@wokeweekly.co.uk](mailto:enquiries@wokeweekly.co.uk).

Visit our website at [wokeweekly.co.uk](http://wokeweekly.co.uk) for more information.