



Educating companies on the multiple productivity, engagement and reduced absenteeism benefits of Active Working.



A campaign to grow awareness and education of the dangers of sedentary working and sitting more than 4 hours a day.



An annual worksite event run in partnership with a major health charity, to draw awareness to the sitting problem and promote change.

For sponsorship or partnership opportunities please contact us: partnerships@activeworking.com

Partnership for Success

June 2015

This information is the Confidential Information of Active Working CIC (Community Interest Company). The information has been disclosed to you & you, the recipient, are not entitled to disclose it further without the express written consent of Active Working CIC."

Background

Our brands and purpose



Get America Standing is a new campaign to grow awareness and education of the dangers of sedentary working, drawing public attention to the significant increase in health risks caused by prolonged sitting [i.e. heart disease, diabetes (type 2) and cancer]. The campaign launch was featured in Newsweek, The Washington Post and national PBS radio. **Get America Standing** already has 2,300 twitter followers.



Active Working C.I.C is a partnership of workplace experts committed to inform, educate and consult employers to deliver optimum workplace practises to deliver productivity and cost saving benefits. The **British Journal for Sports Medicine** recently published an Expert Statement on %The sedentary office: a case for change+jointly commissioned by **Active Working** and UK government (**Public Health England**).



First expert guidance to sedentary office workers

New recommendations for employers to reduce prolonged periods of sedentary work:

- 1 Accumulate **two** hours of standing and/or light activity daily during working hours. Eventually progressing to **four**.
- 2 Break up seated work with standing work . Regularly.
- 3 Avoid prolonged static sitting (and prolonged static standing).
- 4 Employers should promote reduction of prolonged sitting alongside other health promotion goals.

[MORE INFO ►](#)



On Your Feet America is an annual workplace awareness day run on the final Friday in April. This event is owned by the Get America Standing campaign and run in partnership with a major health charity. We anticipate over 1,000 companies and 200,000 employees across the US participating in the inaugural 2016 OYFA day.

Rate Card



Get America Standing	Pricing ¹ Annual	Active Working ²	Pricing ¹ Annual	On Your Feet America ³ 2016	Pricing ¹ Annual
Official Supporter Allied Heath	\$95				
Official Supporter Professional Services	\$695	Official Supporter Professional Services	\$495	Silver Sponsor	\$1,750
Official Supporter Office Furniture - Regional Dealers	\$1,500	Official Supporter Office Furniture - Regional Dealers	\$895	Gold Sponsor	\$3,750
Official Supporter Product Suppliers & National Dealers	\$5,000	Official Supporter Product Suppliers & National Dealers	\$2,500	Platinum Sponsor	\$7,500

Discount offer “Official Supporters”

50% OFF rate card if confirmed before 31st July 2015

25% OFF rate card if confirmed before 31st September 2015

Notes:

1. All prices exclude Sales Tax.
2. Information on sponsorship pricing of Active Working Summit and Active Working Seminars will be provided upon request.
3. Information on sponsorship packages for **On Your Feet America** 2016 will be provided upon request.
4. Discounts for multi territory or multiple packages are available. Please discuss with us.

Official Supporter - Inventory List



	Official Supporter	Official Supporter	Official Supporter	Official Supporter
	Allied Health	Professional Services	Regional Furniture Dealer	National Dealer / Product Suppliers
LICENCE & ENDORSEMENTS:				
1. Right to reference "company" as "Official Supporter" of Get America Standing (GAS)	✓	✓	✓	✓
2. Listing of "company" on the GAS website "Official Supporter" page	✓	✓	✓	✓
3. Your logo included in public presentations made on behalf of GAS	X	X	X	✓
WEBSITE / COMMUNICATION :				
1. Right to use GAS trademark for marketing & advertising (subject to guidelines / approvals.)	✓	✓	✓	✓
2. "Official Supporter" press release announcement with quote from GAS	X	✓	✓	✓
3. Company Logo (with web link) feature as an advert on RIGHT side of the GAS website	X	X	X	3
4. Supplier's product (with Company Logo and web link) included on "Solutions" page of GAS website , next to product category	X	X	X	✓
5. Company Profile on GAS website (Official Supporter page)	X Web link only	X Web link , Logo, 1 image & 25 word profile	X Web link , Logo, 2 images & 50 word profile	✓ Web link , Logo, 2 images & 50 word profile
6. Company Logo (with link) to appear on 6 GAS newsletters annually to registered database	X	X	X	✓
7. Company Logo (with link) to appear on GAS registration email to new registrants.	X	X	X	✓
SOCIAL MEDIA – Twitter, Facebook and LinkedIn:				
1. Twitter - tweet referencing "Company" as GAS "Official Supporter" (2,300 followers)	X	✓ (5)	✓ (5)	✓ (15)
2. Twitter - Retweets subject to content relevance, originality and at our discretion	X	✓	✓	✓
3. Facebook - We will allow you to post on our page, subject to reasonable use policy	X	X	X	✓
4. LinkedIn - will follow your company and share relevant content	X	X	X	✓
EXCLUSIVE CONTENT :				
1. You Tube Channel will provide links to your website	X	X	X	✓
2. Voucher / Coupon advertisement option on GAS homepage	X	X	X	✓
3. Provision of online 'events' (e.g webcast, webinar)	✓ (extra)	✓ (extra)	✓ (extra)	✓ (extra)
4. Active Working Seminar - employees / customer events	✓ (extra)	✓ (extra)	✓ (extra)	✓ (extra)
5. Active Working Summit – discounts available				
ANNUAL FEE (ex Sales Tax)	\$95	\$895	\$1,500	\$5,000

Official Supporter - Inventory List



	Official Supporter Professional Services	Official Supporter Regional Furniture Dealer	Official Supporter National Dealer & Product Supplier
<u>LICENCE & ENDORSEMENTS:</u> 1. Right to reference "company" as "Official Supporter of Active Working (AW)" 2. Listing of "company" on the AW website "Official Supporter" page	✓ ✓	✓ ✓	✓ ✓
<u>WEBSITE / COMMUNICATION :</u> 1. Right to use AW trademark for marketing & advertising (subject to guidelines & approvals.) 2. "Official Supporter" press release announcement with quote from Gavin Bradley 3. Your company Logo / web link to feature as an advert on RIGHT side of the AW website 4. Company Profile on GAS website (Official Supporter page)	✓ ✓ X Web link , Logo, 1 image & 25 word profile	✓ ✓ X Web link , Logo, 2 images & 50 word profile	✓ ✓ ✓ Web link , Logo, 2 images & 50 word profile
<u>SOCIAL MEDIA – Twitter and LinkedIn:</u> 1. Twitter - tweet referencing "company" as "Official Supporter" of AW to 4,750 followers. 2. Twitter - Retweets subject to content relevance, originality and at our discretion. 3. LinkedIn - will follow your company and share relevant content	✓ (4) ✓ ✓	✓ (4) ✓ ✓	✓ (12) ✓ ✓
<u>EXCLUSIVE CONTENT :</u> 1. Provision of online 'events' (e.g webcast, webinar) . 2. Active Working Seminar - employees / customer events – 50% Off 3. Active Working Summit – discounts available	✓ (extra) ✓ (extra) ✓ (extra)	✓ (extra) ✓ (extra) ✓ (extra)	✓ (extra) ✓ (extra) ✓ (extra)
ANNUAL FEE (ex Sales Tax)	\$495	\$995	\$2,500

Active Working – Events and Sponsor Packages



Available to
“Official Supporters”
only

Active Working Seminars (venue of your choice)

- **Content:** tailored to educate target audience i.e. FM, Architects, Employees or Senior Professionals or client prospects
 - **Venue:** hosted at Sponsor’s premises or designated location
 - **Duration:** 30 - 45 minute content provided by Active Working CIC / Get America Standing
 - **Co-branding:** Active Working, Get America Standing and sponsor host
 - **Entry:** FREE, by sponsor invitation only
- Sponsor Fee: “Official Supporters” = \$900** (Otherwise \$1,800)

Active Working Summit - 2016



- “ **Target Audience:** Senior Professionals from Property Management, FM, Occupational Health, Human Resources and Workspace Design
- “ **Target Companies:** Leading companies with large numbers of office based staff
- “ **2015 Attendance:** BP, Johnson & Johnson, Clifford Chance, EY, GSK, Wellcome Trust, Arquiva, Rolls Royce
- “ **2015 Feedback:** 85% would recommend or will attend in 2016
- “ **Venue:** EY (formerly Ernst & Young), New York
- “ **Duration:** FULL DAY with networking drinks
- “ **Entry:** Standard Delegate \$425 Supplier Delegate \$995
- “ **Sponsor Packages:** Discount for “Official Supporters”. [Details upon request](#)

Going Global

International Campaigns



Get America Standing campaign is part of an international non-profit movement.
For further information contact: partnerships@activeworking.com

Other Get Standing Campaigns operating @ June 2015



Campaigns launching in 2016





For further information:

Get America Standing campaign / Active Working C.I.C

Email: partnerships@activeworking.com

Stand up. Sit less. Move more.