



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 event run in conjunction with the British Heart Foundation, 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

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Our brands and purpose



Get Britain Standing is a campaign to grow awareness and education of the dangers of sedentary working and prolonged sitting time, drawing public attention to the significant increase in health risks caused by sitting [i.e. heart disease, diabetes (type 2) and cancer]. The Campaign is funded by Active Working C.I.C and is being extended to 10 additional countries in 2015. The website averages over 600 unique visitors daily and we have 11k + twitter followers.



Active Working C.I.C is committed to inform, educate and consult employers to the optimum active working solutions to deliver well-being improvements and productivity benefits to deliver cost savings. We are building a hub for evidence based workplace research. In partnership with EY we are developing the business case for change towards Active Working for employers. Active Working CIC commissioned jointly with **Public Health England** the Expert Statement on *The sedentary office: a case for change* which was published by the **British Journal for Sports Medicine** receiving intensive global media coverage in June 2015.



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 Britain is an annual workplace awareness day run on the final Friday in April. This event is owned by Get Britain Standing campaign and run in partnership with the British Heart Foundation. Over 500 companies and 100,000 employees participated in the inaugural 2015 OYFB day which trended #3 on Twitter. We expect participation to double in 2016.

Pricing Overview



| Get Britain Standing | Pricing ¹ Annual | Active Working ² | Pricing ¹ Annual | On Your Feet Britain 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 |

Notes:

1. All prices exclude VAT.
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 Britain** 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 Britain Standing (GBS)" | ✓ | ✓ | ✓ | ✓ |
| 2. Listing of "company" on the GBS website "Official Supporter" page | ✓ | ✓ | ✓ | ✓ |
| 3. Your logo included in public presentations made on behalf of GBS | X | X | X | ✓ |
| WEBSITE / COMMUNICATION : | | | | |
| 1. Right to use GBS trademark for marketing & advertising (subject to guidelines / approvals.) | ✓ | ✓ | ✓ | ✓ |
| 2. "Official Supporter" press release announcement with quote from GBS | X | ✓ | ✓ | ✓ |
| 3. Company Logo (with web link) feature as an advert on RIGHT side of the GBS website | X | X | X | 3 |
| 4. Supplier's product (with Company Logo and web link) included on "Solutions" page of GBS website , next to product category | X | X | X | ✓ |
| 5. Company Profile on GBS 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 GBS newsletters annually to registered database | X | X | X | ✓ |
| 7. Company Logo (with link) to appear on GBS registration email to new registrants. | X | X | X | ✓ |
| SOCIAL MEDIA – Twitter, Facebook and LinkedIn: | | | | |
| 1. Twitter - tweet referencing "Company" as GBS "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 GBS 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 VAT) | £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 |
|---|---|---|---|
| LICENCE & ENDORSEMENTS: 1. Right to reference “company” as “ Official Supporter of Active Working (AW) ” 2. Listing of “company” on the AW website “Official Supporter” page | ✓ ✓ | ✓ ✓ | ✓ ✓ |
| WEBSITE / COMMUNICATION : 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 GBS 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 |
| SOCIAL MEDIA – Twitter and LinkedIn: 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) ✓ ✓ |
| EXCLUSIVE CONTENT : 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 VAT) | £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 Britain Standing
- **Co-branding:** Active Working, Get Britain Standing and sponsor host
- **Entry:** FREE, by sponsor invitation only
- **Sponsor Fee:** “Official Supporters” = £600 (Otherwise £1,200)

Active Working Summit - 2016 (28th Jan 2016 - London, EY Headquarters)

- “ **Officially Supported by Chief Medical Officer**
- “ **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, TfL, Johnson & Johnson, BBC, Clifford Chance, EY, Virgin Media, Health Management, ukactive, GSK, Wellcome Trust, Arquiva, Rolls Royce
- “ **2015 Feedback:** 85% would recommend or will attend in 2016
- “ **Venue:** EY (formerly Ernst & Young), 1 More London
- “ **Duration:** FULL DAY with networking drinks
- “ **Entry:** Standard Delegate £325 Supplier Delegate £795
- “ **Sponsor Packages:** Discount for “Official Supporters”. [Details upon request](#)

International Campaigns



Following on the success of the **Get Britain Standing** campaign we are now preparing to go global. The following accounts are now active on twitter and websites will be launched over the 2015 - 2016 period.

For further information contact: partnerships@activeworking.com





For further information:

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

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Tel: + 44 20 8977 5541

Stand up. Sit less. Move more.