

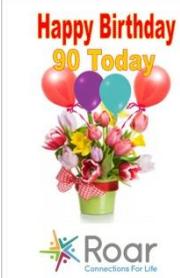
Sponsorship Project Development

Roar – Connections for Life seeks to develop a sponsorship framework within which we can draw on the altruism of local businesses and people to enhance the experience we are able to offer to our service users and to enable us to further our charitable aims.

As a charity Roar – Connections for Life also seeks donations from individuals or businesses. For the avoidance of doubt, a donation is made in money or in kind by any individual or organisation as a gift to the registered charity. The use of this money or resource will be accepted and used at the discretion of the organisation to further the charitable aims. The giver/donor will receive an acknowledgement of the payment – with thanks, but will have no further influence over how that money will be used to support the work of Roar – Connections for Life.

Item	Description	Cost	Sponsor Acknowledgment
<p>Help us offer small group outings for frail / isolated older people.</p>	<p>In the past 12 months our befriending service helped over 100 of the most frail older adults who are still managing to live at home to get some regular company. Most of these people are no longer able to get out.</p> <p>We also have a long waiting list for this service however some of the people waiting are slightly more able and therefore may need to wait indefinitely as we prioritise the frailest people first for the service. This group of people are often still very isolated.</p> <p>An alternative for this group could be small group assisted outings. This sponsorship package would enable 1-3 very small groups to get out of their homes and visit local Garden Centre and experience something with their befrienders.</p>	<p>Total Cost £170 for 1 trip</p> <p>Or £510 for 3 trips</p> <p>To support 5-6 people (3 older adults and 2-3 volunteers)</p> <p>Includes Coordinator support Specialist transport and Catering = £170</p>	<p>The sponsor would be acknowledged on special invitations made for the older adults.</p> <p>The events would be photographed and these would be offered to the Paisley Daily Express, promoted in our social media and the sponsors media</p> 

Item	Description	Cost	Sponsor Acknowledgment
<p>Help us let people know what Roar – connections for life could do for people in their area</p>	<p>Roar constantly needs to promote raise awareness of what we do so that we can reach out to more isolated people. We attend a wide range of events to promote the work of the charity and to support older adults to access a range of local events. We rely on having a number of small promotional items such as pens, shopping bags or fridge magnets to raise awareness of our services for isolated older adults. This sponsorship package would help us to maintain our profile and reach out to a broader audience.</p>	<p>Total Cost – varies - Depending on what is purchased</p> <p>2,000 Branded Pens –</p> <p>1,000 branded bags</p> <p>1,000 note pads –</p> <p>1,000 Fridge Magnets -</p>	 <p>The sponsor would be acknowledged and thanked in our social media.</p>
<p>Imagine not getting gifts! Help us give Christmas Biscuits to people who don't get presents.</p>	<p>For the past 2 years Roar has been fortunate enough to get donations from organisations which we have used to buy and distribute tins of biscuits to the most isolated people Roar has contact with. This sponsorship package would ensure that this year we could plan this in advance and keep this initiative going</p>	 <p>Total cost £300 70 tins of biscuits @ £4 = £280+ £20 sponsorship stickers and administration</p>	<p>The sponsor will be given a photo opportunity to accompany Roar on delivering to one beneficiary who is agreeable to being photographed and this can be used through a range of media formats</p>

Item	Description	Cost	Sponsor Acknowledgment
<p>Help us reach out to the emerging generation of older men who are living longer but more isolated lives</p>	<p>Roar has been developing services aimed at reducing isolation of older men since 2013. We need help to keep these men engaged.</p> <p>This sponsorship package would enable groups of older men to participate in a programme of activities delivered by Clyde Muirshiel Rangers including supported learning activities session and outdoor activities.</p> <p>The group are also looking at other ways to stay engaged so we are looking at technology to enable them to learn to get on line, explore information and contribute to their learning</p>	<p>Cost – dependant on support offered</p> <p>Support 20 men – £480 for 6 weeks</p> <p>Park Ranger Time - £25 pr Hr</p> <p>Build Bird Box +Feeder – £6 each</p> <p>Learning Pack – £5 each</p> <p>Transport – £140-£160</p> <p>3 Google nexus £510</p> 	<p>The Sponsor would be invited to be photographed with one of the 'mens groups (with permissions), The manager and equipment. This could be used in the companies promotional materials and social media. The Sponsor would also be acknowledged in Roar social media</p>
<p>Birthday Cards</p>	<p>We have over 800 people registered as 'active' on our data base. Most of these people are service users and over 100 are volunteers – many of whom are older adults themselves. However some people are very coy about their DOB. Number of birthday cards would be nearer 500.</p> <p>This sponsorship package would pay for 12months where each of these people will receive a birthday card on the date we have logged.</p> 	<p>Cost £ 550</p> <p>This includes</p> <p>Cards designed and printed with sponsor logo – 800 = £245.00</p> <p>Postage – 500 x .39p (franked) £195</p> <p>Admin support – £120</p> <p>Additional advertising flyers or leaflets will cost more but can be negotiated</p>	<p>The package includes the sponsor details on the back of the card (as per sample)</p> <p>The sponsorship would be paid in full and the annual Birthday card term would run for 12 months.</p> <p>Please note – we would not start to plan the sponsor for year 2 until agreed.</p> <p>The sponsor would also be listed in our sponsorship section of our Newsletter and Website, Facebook.</p>
<p>Christmas Cards</p>	<p>We have over 800 people registered as 'active' on our data base. Most of these people are service users and over 100 are volunteers – many of whom</p>	<p>Cost £661</p> <p>This includes cards designed and printed with sponsor logo – 800 =</p>	<p>The sponsor would be invited to be photographed with a selected older adult who has</p>

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	<p>are older adults themselves. This sponsorship package would pay for a one off mail shot in the first week of December where each person will receive a Christmas card with festive wishes from both Roar and the Sponsor</p>	<p>£245 Postage – 800 x .39p franked £312 Admin support – £120</p>  <p>Additional advertising flyers or leaflets will cost more but can be negotiated</p> <p>Add a gift – this can also be negotiated</p>	<p>received a card and a PDE article created. Sponsorship Acknowledgement in Newsletter, Web etc</p>
<p>Volunteer Thank You Event</p>	<p>Roar aim to hold an annual Volunteer Thank you event. There are 3 main elements to the event that we need sponsorship in order that we can hold the event and thank volunteers who are not able to come. The event is held in October</p> 	<p>Total Cost £1,200 Refreshments - £200 Catering – £300 Entertainment – £100 Gift - £600 Please note that his package can be split between sponsors</p>	<p>The sponsor(s) will be acknowledged in the invitations and promotional materials used to advertise the event. The sponsor (s) will be invited to attend the event and/or to display banners in the venue. Where a sponsor opts to pay for the gift – they will be involved in the selection/design and the gift can carry the logo of the sponsor.</p>

Item	Description	Cost	Sponsor Acknowledgment
<p>Help us reduce the likelihood of older people falling by helping them understand and use new techniques to improve their strength and balance</p>	<p>Roar has been working with a whole range of professionals and academics to help older people in the community to reduce their risk of falling or at least minimise the harm a fall will have on them. There are lots of factors than can contribute to a fall however there are a number of key things older people can do to help prevent falls or make a faster recovery.</p> <p>We are training a number of our team to help deliver competent support but we need a range of equipment to help people undertake the strengthening and balancing exercises that will help them. Items include thera-bands, sound equipment to enable people to hear the contributor, leg and arm weights, and hand exercisers</p> <p>This sponsorship package may include the purchase of a single or multiple items of equipment.</p>	<p>Cost – depended on single or multiple purchase</p> <p>PA – Microphone - £130 50 Hand grip exercisers - £700 30 power web hand exercisers - £3,000 30 Leg Weights - £600 3 Hand grip strength meters - £90</p> 	<p>The Sponsor would be invited to be photographed with one of the 'exclusive health and wellbeing/ frailty prevention' groups (with permissions, The manager and equipment. This could be used in the companies promotional materials and social media. The Sponsor would also be acknowledged in Roar social media</p>
<p>Summer Trips</p>	<p>The summer trips are generally even more popular than the pantomime as more staff are on hand to support more vulnerable and frail people to come. This sponsorship package could be as big as enabling everyone to have a sponsored trip, enable 1 Or 2 of the smaller clubs in areas of higher deprivation to enjoy a sponsored trip or run a competition in the clubs with a prize of tickets to enable a mix of people to make new connections. The costs are based on a day at the Robert Burns Birthplace Museum. Entry to the museum for concessions is £6.50 per person and the sponsorship would include transport and support. An optional extra is to add tea and buns.</p>	<p>Full Cost £400 - £4,000</p> <p>Competition and small prizes carrying sponsorship name - £120</p> <p>30 places for use by more disadvantaged clubs (Paisley) Incl tickets, bus, support - £285 Add lunch (£150) = £435</p>	<p>The sponsor would be acknowledged on all tickets, promotional information, newsletter and Web article.</p> 

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<p>Sponsor new opportunities to Reach the Harder to Reach</p>	<p>Roar has been fortunate enough to receive support from the GU Settlement. We will have 2 summer interns working with us to come up with new strategies on how to 'reach the harder to reach' Once we find them we will also need funds to provide opportunities to encourage them to stay connected and provide support to enable them to link with community opportunities.</p>	<p>Sponsorship of an innovative idea based on local GSI technology and research. Costs vary</p>	<p>The sponsor would be invited to become part of this project in terms of being part of the selection team for the ideas that the GU summer interns will develop. This is an 8 week project from Mid june to mid august. Students will use innovation and research plus local knowledge and lessons learned to present options for strategies.</p> <p>Sponsors would be able to select the strategies and initiatives they would be willing to fund. The results will form part of an academic piece of work in which the partners will be cited. The initiatives may also be replicated in other areas</p>



The parameters around who and what we will seek sponsorship for and the 'sponsorship relationship' is distinct and different from a donor because

- ❖ We will actively acknowledge and publicise the sponsorship through our social media and other communication tools.
- ❖ The sponsor will have agreed to sponsor a particular 'sponsorship package' and will receive feedback and evidence of how this has been used and that the terms of the sponsorship agreement have been upheld in terms of acknowledgment.
- ❖ When the 'sponsorship package or agreement' has ended there will be no continuation of an expectation to receive funding from the sponsor or for the sponsor to be promoted by Roar – Connections for Life.
- ❖ Roar – Connections for Life reserves the right to decline sponsorship from any individual or organisation who may bring ROAR into disrepute by association or who may pose a risk to the relationship with our Key Stakeholder (currently Renfrewshire Health and Social Care Partnership).
- ❖ ROAR will establish a sponsorship framework which includes details of the item or activity being sponsored, the cost, duration of activity and clear information on how the sponsor will be acknowledged and for how long.

Roar - Connections For Life is a company limited by guarantee (Company number: SC390855)
and a charity registered in Scotland (Charity number: SC042041)