

Go Bright for St Clare!

Brand Partnership Proposal 2018

St Clare Hospice is your local charity that provides specialist palliative care for the local community in West Essex and the borders of East Hertfordshire. Our approach to care gives patients and their families the confidence and coping strategies they need to enjoy the best possible quality of life. The service is free and with costs that reach £4.1 million and with limited NHS funding, we need to build strategic partnerships with our local businesses. A partnership with St Clare Hospice helps to fund the free service that we offer. There are also rewards and benefits for our partners and so a partnership with us makes good business sense.

About Go Bright for St Clare

Go Bright was the first community campaign of its kind for St Clare in 2017. In 2018, it provides the opportunity for a sponsor to really stamp their mark on a new and growing initiative. Reaching out to communities, schools and businesses right across the St Clare patch – from Saffron Walden to Buckhurst Hill – Go Bright is based on national models such as Red Nose Day, which encourages people to participate in fundraising activities during a concentrated period to raise money for charity. In 2018, people will again be donning colourful wigs, wearing the colours of the rainbow or baking and eating brightly coloured cakes to generate vital funds for St Clare. This is a really exciting new campaign to be involved in.

Business Benefits

Go Bright really provides the perfect opportunity for your business to sponsor a grassroots campaign and help St Clare to influence its predicted success. The brand alignment with St Clare alone will have a two fold effect; increase reach and increase values. Go Bright will provide a marketing platform for both a b2b and b2c audience in a large area. Specifically;

- **Four** co-branded roundabout banners placed at the Hastingwood roundabout and Water Gardens in Harlow, on the main road through Sheering and the A120 in Dunmow providing wide brand coverage
- **1,500** co-branded leaflets distributed in Saffron Walden, Bishop's Stortford, Harlow, Loughton and Debden and all surrounding towns
- **200** co-branded posters in places across the same patch
- A paid-for co-branded Facebook advert, which reached **13,251** people in 2017 (Our average weekly reach as of 31 May 2017 was 8,561), as well as a dedicated social media campaign to over **10,000** dedicated followers
- Mentions for your business in both the May and October editions of the St Clare newsletter, which will each reach over **8,000** households
- A dedicated page on the St Clare website, which has an average of **23,000** Page Views Per

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Registered Charity No. 1063631

- Month, including your business logo
- A press release that will mention your business.



Cost

The cost to be our brand partner for Go Bright 2018 is £5,500. This can be paid in instalments if necessary.

If you would like to discuss this proposal in any further detail, please get in touch with Amy Jacobs – Corporate Partnerships Manager amy.jacobs@stclarehospice.org.uk