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Breeze Buddy Corporate Sponsorship Opportunity



www.breezeleeds.org



Breeze Buddies

Breeze Buddies – a new approach to Corporate Sponsorship Opportunities for 2012 – align your business with Breeze through sponsorship opportunities

For the first time, Leeds City Council is offering a limited opportunity for businesses to align themselves with the Breeze brand through a Breeze pledge scheme. Businesses can become a “Breeze Buddy” by pledging their support to the Breeze programme. Opportunities range from: becoming an exclusive Platinum Breeze Buddy with the highest profile of benefit packages to Gold, Silver and Bronze Breeze Buddy packages that offer a range of benefits to match the support pledge.

Platinum Breeze Buddy:

An ideal way to evidence your Company’s commitment to Corporate Social Responsibility which is exclusive to your company. It offers the highest profile of all the sponsorship packages and will promote your brand before, during and after the Breeze events.

Package benefits:

- ◆ Breeze Buddy of the Month advertising featuring your Company name & logo on www.Breezeleeds.org for 4 weeks
- ◆ Use of exclusive platinum colour coded Breeze Buddy logo for 12 months
- ◆ Your company logo featured on the most popular piece of Breeze equipment i.e. The ASDA Lazer Zone for 12 months
- ◆ 6 complimentary bookings of any item of Platinum Breeze equipment for your corporate team building or marketing/sales campaigns

- ◆ Your company feature in Leeds card/Breezecard magazine
- ◆ Your company endorsed and featured on selected publicity material eg Breeze on Tour official partner
- ◆ Your company advert on LCC payslips for x months
- ◆ Official Media/photo opportunity

Gold Breeze Buddy

An ideal way to show your company's commitment to CSR with a high profile benefit package which includes

Package benefits:

- ◆ Breezeleeds Buddy of the Week advertising featuring your Company name & logo on www.Breezeleeds.org for 2 weeks
- ◆ Use of Gold colour Breeze Buddy logo for 12 months
- ◆ 4 complimentary bookings of Gold Breeze equipment for corporate team building or marketing/sales campaigns
- ◆ Your Company endorsed and featured on selected publicity material including the Breeze programme
- ◆ Official Media/photo opportunity

Silver Breeze Buddy

An ideal way to support CSR and raise your profile with a benefit package that includes

Package benefits:

- ◆ Breezeleeds Buddy featured on www.Breezeleeds.org benefits listing
- ◆ Use of silver coloured Breeze Buddy logo for 12 months
- ◆ 3 complimentary bookings of Silver Breeze equipment for corporate team building or marketing/sales campaigns

Bronze Breeze Buddy

An ideal way to support CSR and raise your profile with a benefit package that includes

Package benefits:

- ◆ Breezeleeds Buddy featured on www.Breezeleeds.org benefits listing
- ◆ Use of bronze coloured Breeze Buddy logo for 12 months
- ◆ 2 complimentary bookings of Bronze Breeze equipment for corporate team building or marketing/sales campaigns

BOOK YOUR PACKAGE NOW: For examples and details of pledge values see scheme overview and contact details

Breeze Buddy Corporate Opportunities

Sponsorship - Sponsor a local event

Why not sponsor an event? Big, innovative events are our specialty - prime opportunities for sponsorship and corporate hospitality are always available. *Sponsoring an event is a great 'one-off' way to give back to your local community and receive publicity for your business.*

Gifts In Kind - Competition prizes and incentives

We often run competitions and prize draws on our website www.breezeleeds.org which receives over 38,000 hits per month, and also at our Breeze activities and events. If your company can donate a prize suitable for young people please get in touch to discuss current opportunities. This could be equipment, educational resources or activities/trips for young people. Your involvement offers a great opportunity to connect with young people and families across Leeds, highlighting your products and your commitment to young people and families

Activity materials

As a Children's Service, the less money we spend on materials, the more we can spend on staffing. If you can help in this way, you'll be making a valuable contribution to our work.

Employee contributions Skills-based volunteering/ Professional skills

Individual employees can use their skills to support our work. We have various areas in which skills-based volunteering can make a real difference, from administration to fund raising to delivering activities and sessions at events and hosting stand spaces at the events

The Breeze Buddy Pledge Scheme Overview

The Breeze Buddy Pledge Scheme provides packages of incentives to encourage and reward support offered to Breeze on Tour; each package brings benefits that are commensurate with the amount of support pledged. There are a limited number of opportunities to become a Platinum Breeze Buddy for the most exclusive benefits, with other packages available to suit a range of budgets i.e. Gold, Silver, Bronze.

The packages include:

- ◆ Use of the official Breeze Buddy branding and logo colour coded to reflect amount of support pledged
- ◆ Complimentary hire of Breeze equipment to support corporate team building or marketing initiatives
- ◆ Breezecard “Buddy of the Month” featured on www.Breezeleeds.org website for discount offers for Breezecard holders
- ◆ Opportunity to feature on Breeze marketing and equipment branding.

For more information contact:

Sally Coe

Out of School Team Manager

sally.coe@leeds.gov.uk

Office: 0113 2760943

Mobile: 07891 270601

www.breezeleeds.org/breezeontour

Examples of Breeze Buddy Pledge opportunities

Official Breeze Partner Price on request

Platinum: Equivalent over £10,000:

- ◆ Sponsor a staff team c. £20k for the summer i.e. David Lloyd Sports Team **£20,000**

Gold Equivalent up to £10,000

- ◆ Sponsor the staff uniform “provided by.....” **£10,000**
- ◆ Ministry of Food Healthy cooking workshops **£6,000**

Silver equivalent up to £5,000:

- ◆ Sports equipment provided by Sports shop i.e. JJB sports equipment (footballs, rackets, vouchers/equipment for prizes etc) **£5,000**
- ◆ Play Zone sponsored by Early Learning Centre products, discounts, vouchers **£5,000**
- ◆ HMV Music Zone Techno Trucks products, discounts, vouchers **£5,000**
- ◆ Vue Film Zone Techno Truck advertising, products, discounts, vouchers **£5,000**
- ◆ Pamper Zone sponsored by The Body Shop products, discounts, vouchers **£3,000**
- ◆ Provide craft materials for the Hobbycraft Art Zone **£3,000**
- ◆ Game Zone sponsored by GAME provide x-box/Kinect and associated prizes **£3,000**
- ◆ Sponsor promotional items for BoT e.g. Breeze bags with “sponsored by.....” **£3,000**

Bronze Equivalent to up to £1,500:

- ◆ Breeze pens “sponsored by” **£1,500**
- ◆ NHS 5 a day Healthy Option mobile catering unit £300 x 5 week **£1500**
- ◆ Baby change facilities sponsored by Mother care **£1,000**
- ◆ Provide staff in kind support at the Breeze events **c. £75 per day**
- ◆ Provide staff expertise e.g. fundraising, marketing, R&D consultancy **c. £150 per day**

These are only suggestions please contact us if you would like to discuss any other opportunities that your company could offer.