

### **Benefits of Corporate Sponsorship**

Corporate sponsors can provide vital support for our work through a variety of targeted sponsorship opportunities which have a direct and tangible effect on the impact of Classics on children in state schools across the U.K. in a range of settings. Benefits can include:

- **Brand Awareness:** achieving increased visibility, awareness or brand perception through crediting your sponsorship in our high-quality informational and promotional literature, and on our website;
- **Commercial Merchandising:** offering brand sampling and opportunities for visibility to help advocate your services or market your product, build customer perception, relationships and loyalty to your product in a high-value market;
- **Ethical Messaging:** aligning your sponsorship with Classics for All to convey ethical corporate values and your Corporate Social Responsibility agenda and programme, e.g. your support for developing better schools in communities across the U.K.;
- **Employee Benefits:** we can discuss special access to opportunities for volunteering, either directly with Classics for All or on project-based initiatives (subject to full consultation and agreement with our funded projects), to draw on the skills, tools and processes employed in training your staff. This could include sponsoring a programme of after-school Classics clubs for children in a school near you, or assessing your staff whilst they are helping to organise a major event;
- **Employee Contribution:** similarly, we can discuss further potential opportunities to develop your Corporate Social Responsibility programme in school settings to resonate and engage with your employees and their work;

- Events: benefitting from a future programme of exclusive, high-quality appreciation events, including higher-level invitations to senior executive / CEO events;
- Key Audiences: targeting our growing network of key decision-makers, opinion-formers and influencers, including our acclaimed Honorary Patrons;
- Community Engagement: engaging young people, families and communities across the U.K. through the outstanding cultural, educational and leadership opportunities that Classics provides;
- National Presence: opportunity to associate your company in key national arenas and markets across the country with the highest educational and cultural standards;
- Media Exposure: bespoke press and advertising campaigns including national and regional activity and innovative promotional approaches.