# Springboard DECEMBER DECEMBER DECEMBER DE LA ROUND THE WORLD

Sponsonship Pack



Which team will make it furthest around the world, visiting the seven wonders and raising the most money for Springboard?



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Springboard\_UK

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Find out more: SPRINGBOARD.UK.NET/RACE



### About Spano

Springboard's mission is to futureproof the talent pipeline for hospitality. We have been helping unemployed people to improve their career potential in hospitality for over 30 years.

Springboard helps to reduce unemployment and poverty across the UK and improves the prospects of young people by:

- Equipping young people with personal, professional and career skills, through first class education programmes
- Transforming the lives of people by providing tailored quality programmes, dedicated aftercare and access to work experience placements and ultimately, sustainable employment. At the same time, we help our employer partners attract, develop and retain talent
- Providing advice and guidance to inform and guide young people, adults and key influencers about the industry
- Promoting hospitality as a great place to work, through strategic partnerships with employers, our Ambassador and Alumni network, Government, employment referral agencies, educational establishments and industry bodies



# The Challenge

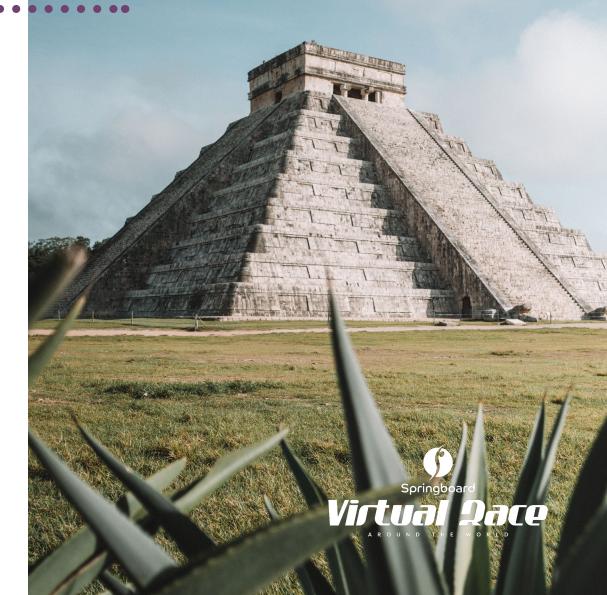
Each year, Springboard takes a group of people from within the hospitality industry on a trek overseas, in order to fundraise for the charity and support a community outreach project.

This is the third year that the Springboard's Virtual Race has been running. Initially created as a challenge that could be participated in during the lockdowns and restrictions, it has grown in popularity and is now here to stay!

Teams of 20 will compete against each other to collectively count the miles they cover by walking, running, cycling or swimming throughout July.

The challenge is to hit your fundraising goals before you get to each of the seven wonders of the world, with a grand prize for the team that fundraises the most and gets the furthest around the world in the 31 days of July.

"As somebody who is not a fan of the gym or exercise for that matter! The virtual trek really took me out of my comfort zone and pushed me to get out and be more active, but rather than feel like a chore, the challenge made it fun! " - Lisa



## Marketin

Coverage of the Virtual Race will begin in April 2023, with trade and consumer press releases, social media coverage and marketing emails to Springboard's entire database.

There will be a landing page on the Springboard website and goody bags and branded vests are being sent out to participants to encourage user generated content on social media.

CLICK HERE TO WATCH THE VIDEO

"The fact that you could quickly log sessions and easily see the team's overall progress was a great driver that motivated me to achieve more. I also thoroughly enjoyed the competitive nature of the event as you felt that you could always do that little bit more to help move the team forward.

There was real team spirit during the event and I would happily sign up to repeat it in 2022.

- Matthew Dutton



### Sponsonship

#### Headline / Platinum Sponsor = E7,500

- · 20 places (full team) for your company and affiliates
- Logo alongside Springboard's logo on all marketing material, including mailers, website and social media
- Mention and quote included in trade and consumer press releases
- · Logo on front of challenge T-shirts
- Optional inclusion of merchandise in goody bag to participants
- Pre-agreed social media promotion from Springboard

#### Lead / Gold Sponsor = E2,000

- 10 places in the race
- Mention in trade press release
- Logo on back of challenge T-shirts
- Logo on Springboard website landing page
- · Optional inclusion of merchandise in goody bag to participants

#### Team / Bronze Sponsor = £500

- Logo on back of challenge T-shirts
- Logo on Springboard website landing page



### Meet a Spingbound Thainee

#### **Devonte Tulloch**

Springboard Programme: Compass Gateway to Employment Region: Greater London Year: 2020

"That course was the best thing that ever happened to me. I got a job as a dishwasher, then I worked in the kitchens and prepared lunches for the players at Wimbledon. Now I have a new job working between the bar, the kitchen and front of house at the O2 Arena. My manager told me my customer service has improved a lot and that I'm an enthusiastic, hard worker. I am excited to be working here at such an iconic venue. I've got my mojo back. I am one billion per cent more confident than I was before I found Springboard." -Devonte



## Springboard EXAMPLE A ROUND THE WORLD

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