

# astriid

## Sponsorship Brochure



[www.astriid.org](http://www.astriid.org)



@astriidcharity



## Introduction

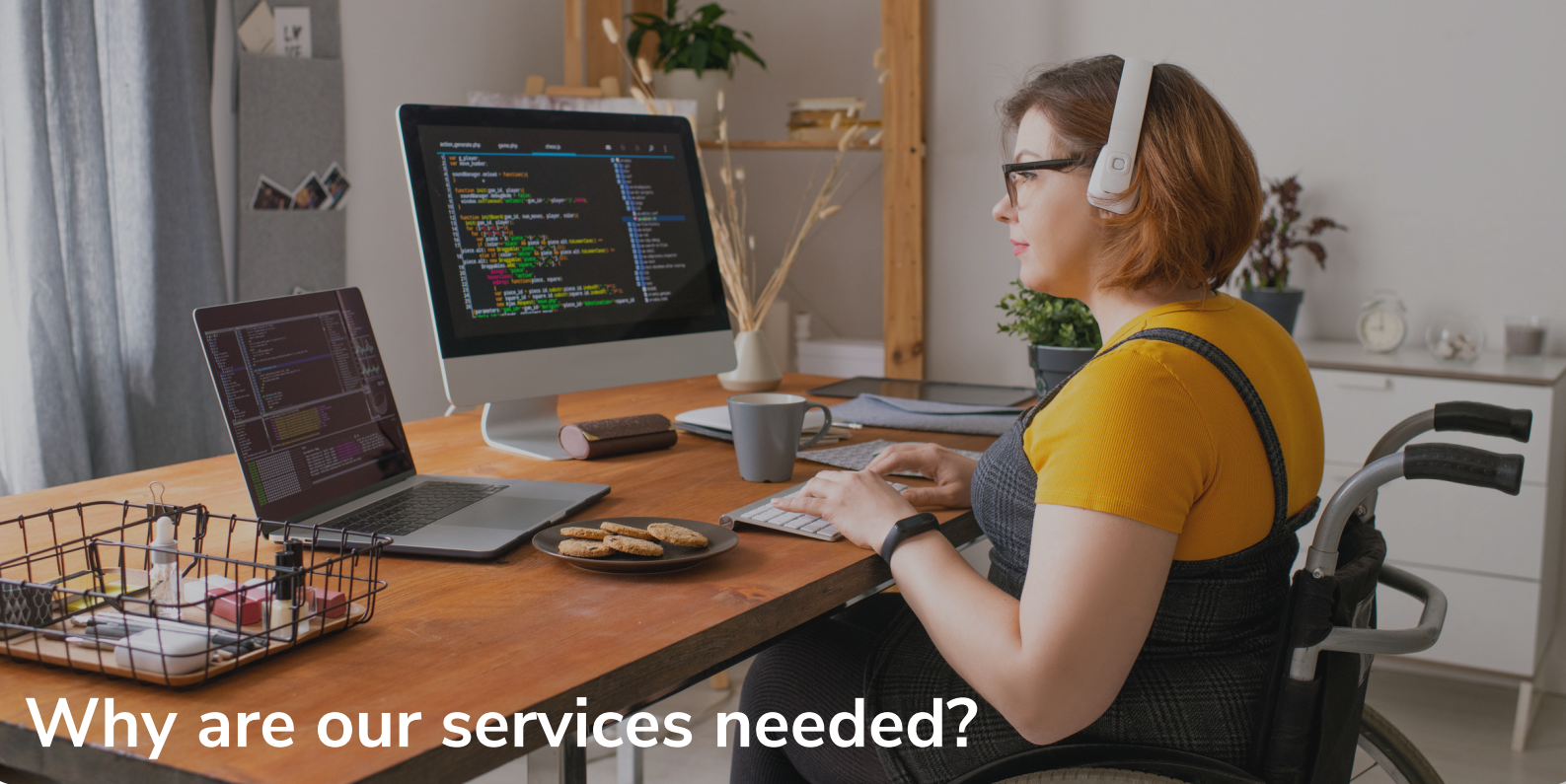
Astriid was founded by David Shutts OBE following his cancer diagnosis, and we believe that the value of work is far more than the wages paid. Employment provides routine, a sense of normality, challenges and rewards, and when approached correctly, can also facilitate a greater sense of wellbeing.

We are the only charity in the UK that helps talented people with long-term conditions find meaningful work. All of our employees and volunteers have long-term conditions, which offers a unique insight into how to model and shape our services.

We offer a bespoke job-matching service for individuals, along with tailored support and advice to help them become 'work-ready'. This includes CV development sessions, interview practice, access to flexible training schemes, and much more. We connect candidates with employers who come to us for help with diversifying their workforce and tackling any organisational skill gaps.

As a user-led charity, we also offer research, consultancy and training for businesses around inclusive employment and recruitment.

Since 2018 we have placed more than 120 people into employment and enrolled over 40 people onto training courses.



## Why are our services needed?

Around one in five of the UK population is disabled and one in three disabled people of working age in the UK have an energy-limiting condition. Since covid-19 and the rise of long covid, this number is increasing each month.

Data from The Return on Disability Group shows that whilst 90% of businesses have a Disability and Inclusions strategy, only 4% include health or disability within it. From these statistics, we have evaluated that there is a wide knowledge gap between businesses implementing a strategy, and creating an inclusive workforce that people with long term conditions can access, be supported in and thrive. What is more is that in a recent survey which we conducted, 90% of candidates that took part said managers lack information and understanding to support them in work. With the number of people who have a long-term illness falling out of work rising, (Data from the ONS shows that there were 169,000 fell out of work due to long term illness in just three months to August 2022) there is an urgent need to address this issue.

Our services are designed and delivered by experts with lived experience of long-term conditions that provide knowledge and understanding so businesses are confident in embedding a solid disability and inclusion strategy as well as learning about long-term conditions and how they can support their employees. This in turn will ensure employee retention and confidence in employing those with long-term conditions, and also retaining those that develop a long-term condition whilst in employment.



## How your sponsorship helps Astriid.

As a charity, we are not government funded and we rely on your support to be able to continue to fund our services. With the number of people falling out of work due to long term sickness increasing and the rise of economic activity, the demand for our services has never been higher.

We have around 2,000 candidates registered on our database, and with the recent launch of our Consultancy service, we are in urgent need of funds to meet the demand and stabilise our charity.

In previous years, we have been heavily reliant on fundraising events as our main source of income. We are acutely aware that we are in need of diversifying our income streams in order to maximise our income and sponsorship opportunities.

Your sponsorship will ensure that we can help and support our candidates on their journey to find meaningful employment, provide training on Disability and Inclusion strategies to businesses and to create a solid foundation to maximise our growth.





# What our sponsorship packages look like.

Our sponsorship packages have been designed to be flexible dependant on your organisations aims and objectives, and cover two main areas:

- Events Sponsorship
- Direct to Astriid

## Events Sponsorship.

For the last few years, we have run various events such as London to Paris bike rides and charity golf days. This year, we are expanding our events packages.

We encourage organisations to sponsor these events, so that we can maximise our fundraising, whilst also increasing brand awareness for both Astriid and our sponsor.

## Direct to Astriid.

As we are looking into diversifying our sponsorship programme and income, we are opening up opportunities for sponsorship to be directed straight into Astriid. We understand that for some organisations, they may feel it more beneficial for them to directly invest into our services.

We have created different values to show what your sponsorship will fund.



# Events Sponsorship





# London to Paris bike ride - July 2023

## London to Paris bike ride July 2023 - £12,000

We are giving you the opportunity to sponsor our iconic London to Paris bike ride as it is back again for 2023!

Starting at Crystal Palace, cyclists will cycle through Beauvais, Dieppe and finish under the Eiffel tower!

This London to Paris ride is a firm favourite of our supporters. We have unique opportunities at this event for a member of your team to provide a talk whilst we are in France about your organisation!

### Sponsorship package includes:

- Logo featured on all related promotional marketing.
- Your promotional banners at the start and finish line.
- Your logo on our events webpage.
- Opportunity to talk about your organisation.
- Two FREE places on the bike ride..



# Brand New! Coast to Coast bike ride - August 2023

## Coast to Coast bike ride August 2023 - £7,000. Brand new sponsorship opportunity!

This is an exciting opportunity for your organisation to become the Sponsor for our first Coast to Coast charity bike ride!

Cyclists will conquer this iconic cycling challenge from the West coast to the East coast of England. They will dip their wheels into both the Irish and North Seas. Cycling through the Lake District and Northumbria National Parks, this bespoke route follows sections of the historic Hadrian's Wall.

This route goes over the impressive Hartside Pass with a 7.6km climb of an average gradient of 5%!

### Sponsorship package includes:

- Logo featured on all related promotional marketing.
- Your promotional banners at the start and finish line.
- Your logo on our events webpage.
- Two FREE places on the bike ride.





# Brand New! Yr Wyddfa (Snowdon) Sunset trek -August 2023

## Yr Wyddfa (Snowdon) Sunset trek August 2023 - £5,000. Brand new sponsorship opportunity!

This is an amazing opportunity to sponsor one of our new events for 2023! Trekkers will experience the mighty Yr Wyddfa (Snowdon) as dusk descends across the vast mountainous landscape of Snowdonia National Park. They will trek the most gradual route of the Llanberis Path and witness the panoramic views of sunset from the summit - Then return under the cover and darkness to catch a glimpse of the milky way. An incredible way to experience the highest mountain in Wales!

### Sponsorship package includes:

- Logo featured on all related promotional marketing.
- Your promotional banners at the start and finish line.
- Your logo on our events webpage.
- Two FREE places on the trek.



# Brand New! Astriid Awards and Gala Lunch. Headline sponsor!

## Astriid Awards and Gala Lunch. November 2023 - £6,500. Brand new sponsorship opportunity!

We have an incredible opportunity for your organisation to become a **Headline Sponsor** for our first **Astriid Awards and Gala Lunch!** Held in Birmingham at the end of November 2023, we are currently organising a lunchtime event where we will be bringing together the **Astriid** team and corporate partners to celebrate five years of **Astriid** and to personally highlight and give awards to some of the wonderful volunteers, fundraisers and corporate individuals that have helped and supported **Astriid**. We will be giving a talk about our journey, the candidates that we have supported, what our vision is for the future and partnership opportunities for the year ahead.

### Headline sponsorship package includes:

- Logo featured on all promotional marketing.
- Your promotional banners at the event.
- Opportunity to speak about your organisation.
- "Sponsored by your logo/branding" on the awards.
- Full page advertisement in the brochure.
- Four complimentary tickets.



# Brand New! Astriid Awards and Gala Lunch. Red sponsor!

## **Astriid Awards and Gala Lunch. November 2023 - £2,500. Brand new sponsorship opportunity!**

We have an incredible opportunity for your organisation to become a Red Sponsor for our first Astriid Awards and Gala Lunch! Held in Birmingham at the end of November 2023, we are currently organising a lunchtime event where we will be bringing together the Astriid team and corporate partners to celebrate five years of Astriid and to personally highlight and give awards to some of the wonderful volunteers, fundraisers and corporate individuals that have helped and supported Astriid. We will be giving a talk about our journey, the candidates that we have supported, what our vision is for the future and partnership opportunities for the year ahead.

### **Red sponsorship package includes:**

- Logo featured on our events webpage.
- Your leaflets/giveaways in the giveaway bags.
- Full page advertisement in the brochure.
- Two complimentary tickets.



# Brand New! Astriid Awards and Gala Lunch. Blue sponsor!

## **Astriid Awards and Gala Lunch. November 2023 - £1,000. Brand new sponsorship opportunity!**

We have an incredible opportunity for your organisation to become a **Blue Sponsor** for our first **Astriid Awards and Gala Lunch!**

Held in Birmingham at the end of November 2023, we are currently organising a lunchtime event where we will be bringing together the **Astriid** team and corporate partners to celebrate five years of **Astriid** and to personally highlight and give awards to some of the wonderful volunteers, fundraisers and corporate individuals that have helped and supported **Astriid**. We will be giving a talk about our journey, the candidates that we have supported, what our vision is for the future and partnership opportunities for the year ahead.

### **Blue sponsorship package includes:**

- **Logo featured on our events webpage.**
- **Half page advertisement in the brochure.**
- **Two complimentary tickets.**



# Direct to Astriid





**Direct to Astriid**  
**Gold sponsor -£10,000**

## **What a Gold sponsor could fund:**

£10,000 could help fund our candidate service for a year. We are currently moving away from one to one virtual meetings with our candidates and creating group sessions that encourages peer support and gives more flexibility to our candidates in what they would like to join in with. Due to the demand of our service, virtual group sessions will mean that we can support more candidates in real time. This would also enable us to embed technology to be able to evaluate our services, so we can see the impact our services have, and be able to increase the capacity of our reach and support.

## **What benefits you will receive as a Gold sponsor:**

- **Access to our consultancy service, where your organisation can access our e-Learning, training and workshops and assessment and accreditation.**
- **Company logo on our website.**
- **Advertisement on our social media channels.**
- **Opportunity to talk at one of our events.**
- **Two FREE places on one of our challenge events.**
- **Four FREE tickets for our Astriid Awards**



# Direct to Astriid Silver sponsor -£8,000

## What a Silver sponsor could fund:

£8,000 could help fund our consultancy service for a year. Our consultancy service is designed and delivered by experts in the field of long-term conditions and disability inclusion within the workforce. The service consists of e-Learning, training and workshops, assessment and accreditation and research. Funding this service will mean that we can create direct marketing campaigns to businesses, invest in research and development ultimately be the leader in the field of delivering training and support direct to businesses on disability and inclusion within the workforce.

## What benefits you will receive as a Silver sponsor:

- Access to our consultancy service, where your organisation can access our e-Learning and training and workshops.
- Company logo on our website.
- Advertisement on our social media channels.
- Two FREE places on one of our challenge events.
- Two FREE tickets for our Astriid Awards.





## Direct to Astriid Bronze sponsor -£5,000

### What a Bronze sponsor could fund:

£5,000 could help fund our website and marketing costs for a year. Our website is one of the main sources of information about Astriid, our services and the first place that our candidates go to in order to sign up. We also produce blogs to help those with long-term conditions and have a news section where we display job opportunities, research analysis and much more. To keep this updated, we work on our website monthly and funding our website can ensure that relevant information is up to date and easily accessible to all.

### What benefits you will receive as a Bronze sponsor:

- Access to our consultancy service, where your organisation can access our e-Learning.
- Company logo on our website.
- Advertisement on our social media channels.
- Two FREE tickets for our Astriid Awards.



# What our previous sponsors

say:

**astriid**

**“Many of our society’s challenges would be overcome if more organisations followed in Astriid’s footsteps. Heralding underrepresented talent, incubating a can-do attitude, and plugging in assets for a winning business environment is what Astriid is achieving.”**

Ed Plunkett Partner Success - With You With Me



**WITHYOU  
WITHME**

**"For me, Astriid is a fantastic way of breaking the recruitment model by tapping into the expertise of people with a wealth of skills and experiences that might historically have been overlooked in the workplace. By matching needs with talents, irrespective of individual health conditions and backgrounds, I think that Astriid is truly the future of work!"**

Simon Macklin - VP & Head of Customer Success UK and Ireland Salesforce



**salesforce**



**Get in touch!**

## **Thank you from everyone at Astriid!**

We are very grateful and appreciate every organisation that chooses to sponsor Astriid. We cannot stress enough the positive impact that you have on our services, staff, volunteers and beneficiaries. You are really making a big difference to those who have long-term conditions who are on a journey into meaningful employment.

To talk about sponsorship, please contact our CEO Steve Shutts:  
[steve.shutts@astriid.org](mailto:steve.shutts@astriid.org)

**We warmly welcome all types of businesses and organisations to be a sponsor of Astriid.**  
**We can tailor bespoke packages to suit your budgets and that benefits your organisations needs and objectives.**



# astriid

"Astriid made it possible for me to work. It's the only time that I have been able to actually get to interview,"

Victoria, Astriid Candidate

"We believe as a team we can help change people's lives and with your sponsorship you can play an important part in making it happen."

Simon Short, Astriid Chairman

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Astriid Charity Registration Number:1176645 Registered in England & Wales.  
Registered Address: 'Lawton', Bridge Road, Cranleigh, Surrey, GU6 7HH



@astriidcharity