

Enterprise TROOPERS

Primary School Challenge

gov.wales/enterprisetroopers



Why be an Enterprise Troopers Business Supporter?



Syniadau
Mawr
Cymru

Big
Ideas
Wales



Gyrfa Cymru
Careers Wales



Llywodraeth Cymru
Welsh Government

As a supporter of the Enterprise Troopers Challenge your organisation will inspire children in Wales to build an appetite for business; learning important life-skills, literacy and numeracy, whilst having great fun and a sense of achievement.





You can help in a way that suits you and your business. You could be a major sponsor and position your brand as one that values the contribution made by young people as well as entrepreneurship education. Or you could give up your time to visit your local primary school and support their challenge, or donate gifts to reward progress and achievement.

You maybe looking for specific benefits through supporting a project such as this. Therefore, if there isn't a package that fits the bill we will work flexibly with you to develop a bespoke package to ensure we meet your needs as well as the needs of the Challenge.

Here are some of the ways in which you could support and make a difference to the experience primary school children have in Wales whilst meeting your company's Corporate Social Responsibility (CSR) at the same time.



Sponsorship

There are a number of **Sponsorship Opportunities** available for you to consider later in this brochure. You could become an overall Headline Sponsor or sponsor one of the Regional Showcase Events.

We will work with you to find an opportunity that fits your needs and provides positive PR to enhance your reputation with your target audiences.

In-Kind Gifts

Prizes and Incentives

Each Summer we will be holding Regional Showcase Events across Wales.

Your company maybe interested in donating prizes and/or incentives for those pupils and schools taking part. We also give away monthly spot prizes as the schools start to register their enterprise activities online.

This could be a school prize such as equipment, educational resources or activities and business related trips for pupils.

By doing this you will gain profile amongst the participants, recognition on the website and in PR activity, and amongst key players in Government and business.

It is also an excellent way to showcase your products and services.

Professional skills

As a business owner or employee you could offer your skills to support schools in developing their Enterprise Project.

This could be support in a variety of ways such as:

- mentoring;
- offering talks on specific business matters such as Marketing or Finance; or
- supporting schools with planning their business and getting it off the ground.

Donations

You may wish to make a donation in the form of a seed fund or loan to your local school to kick start their 'Business'. This could be anything from £5 -£100 – whatever you feel you can afford.

You could even provide schools with some free materials or resources to support them with their challenge.

This is a great way to give something back to communities across Wales, as well as contributing to your company's corporate social responsibility commitments.

We can help you identify schools who would benefit from your support in this way.

Volunteering

We are looking for corporate volunteers to work with us in a number of ways such as:

- working alongside schools to support them in understanding what is needed to set up a business and to be entrepreneurial
- helping to promote the Challenge to schools and increase participation
- offering professional skills and experience to provide free advice and support to schools
- helping out at the Showcase events by offering fun and interactive business-related workshops.

For more information on how your organisation can get involved please contact us at enterprisetroopers@cazbah.wales



SPONSORSHIP PACKAGES





▶ **Headline Sponsor** **£5,000+VAT**

(Limited to one exclusive sponsor)

Recognition as Headline Sponsor:

- Opportunity to be fully associated with Careers Wales, Welsh Government/ Business Wales and the National Primary School Enterprise Troopers Challenge.
- Logo on all promotional and event related materials sent to schools, partners, local authorities, businesses and external audiences, including electronic registration pack, electronic mailers, event programmes and social media posts.
- Mention of support via Enterprise Troopers social media channels.
- Logo and recognition on Enterprise Troopers website with hyperlinks to sponsors own website.
- Representative included in photographs at events.
- Representative included in film(s) of events.
- Opportunity to speak at Showcase events across Wales.
- Logo on all audio visual displays at Showcase events.
- Option to include a promotional item for pupils and other attendees at Showcase events (provided by sponsor).
- Opportunity to have up to two information stands at all Showcase events.
- Opportunity to hand out spot prizes at Showcase events.
- Opportunity to run a business/enterprise related session at Showcase events.
- Mention in press releases issued to the media (coverage not guaranteed).

► Associate Sponsor

£3,000+VAT

Recognition as Associate Sponsor:

- Logo on all promotional and event related materials sent to schools, partners, local authorities, businesses and external audiences, including electronic registration pack, electronic mailers, event programmes and social media posts.
- Logo and recognition on Enterprise Troopers website with hyperlinks to sponsors own website.
- Mention of support via Enterprise Troopers social media channels.
- Representative included in photographs at events.
- Mention in film(s) of events.
- Logo on all audio visual displays at Showcase events.
- Option to include a promotional item for pupils and other attendees at Showcase events (provided by sponsor).
- Opportunity to have an information stands at all Showcase events.
- Opportunity to run a business/enterprise related session at Showcase events.
- Mention in press releases issued to the media (coverage not guaranteed).





► Showcase Event Sponsor

£1,500+VAT or in-kind provision of venue free of charge

Limited to one exclusive sponsor per Region – North, South East, South Central, Mid and West Wales

- Logo and recognition on Enterprise Troopers website with hyperlinks to sponsors own website.
- Logo on all event printed materials and electronic information relating to the Regional Showcase event sponsored.
- Mention of support via Enterprise Troopers social media channels.
- Mention in film of Showcase event sponsored.
- Mention by host at Showcase event sponsored.
- Logo on audio visual display at Showcase event sponsored.
- Opportunity to have an information stand at Showcase event sponsored.
- Opportunity to run a business/enterprise related session at Showcase events.
- Mention in regional press releases issued to the media (coverage not guaranteed).

► Challenge Showcase Event Sponsor

£500+VAT or in-kind provision of business/enterprise session at Showcase event free of charge

North, South East, South Central, Mid and West Wales

- Logo on Enterprise Troopers website with hyperlinks to supporters own website.
- Mention of support via Enterprise Troopers social media channels.
- Logo on audio visual display at event supported.
- Opportunity to run a business/enterprise related session at Showcase events.

The logo features the word 'Enterprise' in a bold, black, sans-serif font. Below it, the word 'TROOPERS' is written in a large, colorful, hand-drawn style with each letter having a different color and a textured, sketchy appearance. A thin horizontal line separates 'TROOPERS' from the text 'Primary School Challenge' which is in a smaller, bold, black, sans-serif font.

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