

PARTNERSHIP OPPORTUNITIES

ONLY A
PAVEMENT
AWAY

There are many ways you can work with us and support us on our mission. Whether you hire our members, sponsor our events & campaigns, or collaborate with us to create valuable industry content, your partnership and support make a difference and help us in our mission to transform lives.

Employer Partner

Work with us to provide life changing employment opportunities for those facing homelessness and wanting to rebuild their lives.

Charity Ambassador

Become a charity ambassador to help us raise awareness, engage wider audiences & achieve our vision.

- ✓ **Spread the word about the work we do & the impact we make**
 - Tag Only A Pavement Away on social
 - Mention Only A Pavement Away at events
 - Attend our events & post on social
- ✓ **Drive fundraising**
 - Run fundraising events across your business(es)
 - Take part in our fundraising events i.e. CEO sleep out, 24hr relay
 - Encourage donations for our fundraising events (across social media, email, in person)
- ✓ **Create engaging content**
 - Join the Only A Pavement Away podcast as a guest speaker
 - Invite Greg/Dolores to join your brand podcast as a guest speaker
- ✓ **Enable networking opportunities**
 - Introduce Only A Pavement Away to new partners, sponsors, or supporters
 - Enable introductions to potential funders or partners

Annual Corporate Partnership

An agreed scope of partnership activity over a specific period (usually one year).

Example: £10k partnership agreement

- ✓ **Sponsorship of our Annual Conference (250 delegates avg.)**
 - Logo placement across all event comms
 - Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)
 - 5 tickets to attend
- ✓ **Sponsorship of our Cook & Dine event (350 delegates avg.)**
 - Logo placement across all event comms
 - Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)
 - 10x tickets (1 table)
- ✓ **Free entry into 2 chosen fundraising events i.e. 24-hour relay, Tough Mudder**
- ✓ **Social media content:**
 - Regular social posts to showcase partnership (7k LinkedIn followers, 3.5k Instagram followers)
 - Podcast episode – guest speaker slot on Only A Pavement Away podcast
 - Q&A/thought leadership article within relevant trade publication to showcase the company values & highlight impact being driven by the partnership

Learning & Development Programs



Support our learning & development initiatives:

Get involved in recruitment fairs, prison visits, & open days to inspire future talent, or host a Passport 2 Employment program.

- Logo placement on all collateral & comms
- Social tags in all comms (7k LinkedIn followers, 3.5k Instagram followers)
- Video footage can also be arranged as desired

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Fundraising Events



Get involved in any of our exciting community fundraising initiatives i.e. London Landmarks Half Marathon, Hiking Against Homelessness, Punt & Dine, Food For Thought, CEO Sleepout.

- Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)

Join Our Podcast

Serving Success: The Only A Pavement Away Podcast is an effective platform to spotlight inspiring voices in hospitality who are leading their teams and businesses with pride and purpose. The podcast is aimed at professionals looking to make hospitality a force for good and is packed with practical insights and top tips. We're always looking to collaborate with our partners to tell their story and discuss the pertinent issues across our industry. As a guest, you'll have the opportunity to highlight the positive change you're driving in your business and inspire others to do the same.

#servingsuccess

Social Media – Engagement, Collaboration & Initiation

Social media is a vital tool for driving awareness and engagement for Only A Pavement Away. By liking, sharing and commenting on our content, you can help expand our reach and amplify our impact. We also encourage our partners to collaborate with us on content, and to initiate your own content to share any exciting activities or showcase your support for our mission, whilst tagging us and using our hashtags. Not only does this help drive reach and impact, but it also gives our partners the opportunity to expand their own audiences and showcase their impact.

#onlyapavementaway

Tough Mudder Team Days



Sponsor a team of at least 5 people to enter Tough Mudder & raise funds for Only A Pavement Away.

- Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)

Tap Up Initiative



Take part in the Only A Pavement Tap Up scheme by running the campaign across your estate for an agreed period of time.

- Social tags in all comms (7k LinkedIn followers, 3.5k Instagram followers)

Legacy Donations

There are a number of ways that hospitality businesses can leave legacy donations to support our mission.

1.

Include the Charity in a Will or Estate Plan

Business owners can name a charity as a beneficiary in their personal will or estate.

2.

Set Up a Charitable Trust or Foundation

Businesses can establish a charitable trust or donor-advised fund, which continues giving after the business closes or is sold.

3.

Gift a Portion of Sale Proceeds

When a business is sold, a portion of the sale proceeds can be designated for a legacy donation to a charity.

WORK WITH OUR PARTNERS

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Employee Benefits Platform - Hospitality Rewards

We proudly partner with Hospitality Rewards, an employee benefits platform for workers in the UK hospitality industry.

If you sign up to Hospitality Rewards as your employee benefits platform, a proportion of your contract value is automatically donated to Only A Pavement Away.

All employer partners also receive free access to a Hospitality Rewards: Perks Membership for all employees.

- ✓ **A Perk Membership includes:**
 - Exclusive discounts at over 1100 hospitality venues across the UK
 - Discounted shopping vouchers from over 200 brands
 - Stacks of online discount codes
- ✓ **The full Hospitality Rewards Membership includes all the above, PLUS:**
 - 24/7 Online GP Services
 - 24/7 Employee Assistance Programme including 8 counselling sessions
 - Whistleblowing helpline (optional)
 - A free digital cashback card
 - Discounted cinema tickets & gym memberships



Pave The Way – Beer Made With Purpose, by Big Hug Brewing

When you stock Pave the Way Pale Ale, brewed by our friends at Big Hug Brewing, 5p per can and £5 per keg/cask sold is automatically donated to Only A Pavement Away.

The pale ale is available to order by direct delivery or through wholesale via Matthew Clark or Venus.



Speciality Brands

Specialty Brands proudly support Only A Pavement Away as their official charity partner.

Stocking any of the spirits in the Speciality Brands portfolio across your estate will further help support us in our mission.



Hospitality Financial Advisory - Switch4Profit

We proudly partner with Switch4Profit – a free advisory service, specialising in the hospitality sector.

Switch4Profit provide free, independent advice by way of an observation report & financial analysis to help you understand your current situation, remove unfair/hidden fees, help with getting out of existing agreements & implement the best solution around integrated payments, orders & booking solutions.



As an official partner at least 5% of upfront supplier income is donated to Only a Pavement Away when switching from another provider.

Get in touch to find out more: marketing@onlyapavementaway.co.uk