

PARTNERSHIP OPPORTUNITIES

ONLY A
PAVEMENT
AWAY

In addition to working with us as an employer partner to hire our members & transform lives, there are many other ways you can partner with & support Only A Pavement Away.

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

Please note: specific features of annual agreement are flexible & are to be discussed & agreed across both parties to achieve desired impact.

Event Sponsorship & Support

- ✓ **Sponsor one of our annual events i.e. the Annual Conference, Cook & Dine, Punt & Dine.**
 - Logo placement across all event comms
 - Tickets to attend event & bring guests
 - Brand mention across all verbal & written comms
 - Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)

OR

- ✓ **Support our event through the provision of supplies i.e. Food, Beverage, Venue, AV.**
 - Logo placement across all event comms
 - Social tags in all event comms (7k LinkedIn followers, 3.5k Instagram followers)
 - Brand mention across all verbal & written comms

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

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)

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)

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

WORK WITH OUR PARTNERS



We proudly partner with leading hospitality businesses who champion and support our incredible industry. Working with and supporting our partners can help further support Only A Pavement Away.

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.

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.

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