

BE A LOCAL HERO

**BECOME A ST. JOHN'S SPONSOR AND
SUPPORT YOUNG PEOPLE IN SEAFORD
AND SUSSEX**

#StJohnsHeroes



CONTACT US TODAY FOR THIS SPONSORSHIP OPPORTUNITY

📞 0791 22 96407

🌐 www.st-johns.co.uk

ABOUT ST. JOHN'S

Hi! We're St. John's - a non-maintained independent special school, specialist college, charity working with young people who have complex learning disabilities.

The story of St. John's in Brighton goes back as far as 1886, St. John's School in Seaford was opened over 20 years ago to provide a specialist education for children and young people with complex learning needs who are unable to attend mainstream schools.

Our goal is to be a regional and national leader in transforming the lives of young people with complex learning needs through an innovative, evidence-based and compassionate approach to learning.



THE DIFFERENCE WE MAKE

St. John's has changed Leo's life

He's gone from the worst he's ever been to the best he's ever been since joining St. John's and he just keeps on flourishing, going from strength to strength due to the kindness and specialist support from the team of staff who work with him. In fact he's so happy he has worn a Mr Happy t-shirt every single day for the last year! --Lucinda – Leo's Mum



WHY BECOME A HERO



MAKE A TANGIBLE IMPACT

Make a tangible impact on the lives of children and young people with special educational needs in your local community



CHANGE SOMEONE'S LIFE

Your regular commitment means we'll be able to fund a range of engaging, fun and safe equipment and activities to support our learners' development.



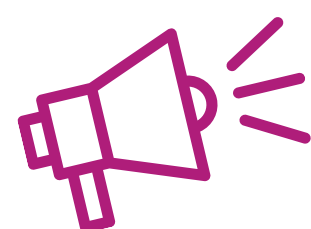
IMPROVE YOUR ONLINE PRESENCE

We will promote your brand through social media and local events, boosting your company's profile in Seaford and surrounding areas.



BOOST YOUR TEAM MORALE

Boost your team morale and your company image in Seaford through this inspiring local cause that supports young people in achieving aspirational goals.



HOLISTIC MARKETING CAMPAIGN ACTIVITIES

We will also promote your business and strengthen your brand in the wider community through our editorials in local publications such as Seaford Scene and The Argus and fundraising events.



ENGAGE WITH YOUR TARGET MARKET

Engage with your existing and potential customers through our digital marketing platforms, developing your business's communication channels.

REACH THE ST. JOHN'S NETWORK



1,519 Facebook Followers



1,348 Twitter Followers



662 Instagram Followers



8,600+ new website visitors yearly



3,500+ new website visitors from Sussex last year (330 from Seaford)

96

Families are from Seaford area

98%

of St. John's Staff are from Sussex

80%

of our school learners are from Sussex



SPONSORSHIP PACKAGES

We are looking for inspirational local businesses that are willing to commit to support St. John's School with a **monthly donation for one year.**

SILVER HERO ★ £10-£49 PER MONTH

WHAT YOU GET

- **Social media promotion:** 1 x Social Media Post a week featuring your company logo and bio
- **Website promotion:** Logo on Heroes web page with link to your website
- **News to share:** You will receive regular updates about what is happening at the school to share with your networks

GOLD HERO ★★ £50-£100 PER MONTH

WHAT YOU GET

- **Social media promotion:** 1 x Social Media Post a week featuring your company logo and bio
- **Website promotion:** Logo on Heroes web page with link to your website
- **Offline promotion:** Logo inclusion and publicity in magazines
- **Events promotion:** Inclusion in St John's fundraising events - so more social media promotion
- **News to share:** You will receive regular updates about what is happening at the school to share with your networks
- **15% off** St. John's inclusivity training programme
- **Guest blog post:** We'll create a blog post on our website featuring your company which will improve your Google search rankings and will include links back to your website.

PLATINUM HERO ★★★ £101-£150 PER MONTH

WHAT YOU GET

- **Social media promotion:** 1 x Social Media Post a week featuring your company logo and bio
- **Website promotion:** Logo on Heroes web page with link to your website
- **Offline promotion:** Logo inclusion and publicity in magazines
- **Events promotion:** Inclusion in St. John's fundraising events - so more social media promotion
- **Guest blog post:** Improve your Google search rankings featuring your business services on the St. John's blog including links back to your website.
- **30% off** St. John's inclusivity training programme
- **E-mail promotion:** Logo inclusion in any of our communications
- **News to share:** You will receive regular updates about what is happening at the school to share with your networks
- **Homepage feature:** We'll include your logo on our homepage amplifying your exposure.



WHERE WILL YOUR MONEY GO

The children at St. John's School in Seaford, like most kids, are full of energy. Outdoor play is a fun way to give them the fresh air and exercise needed to keep them fit and healthy. Indoor play is not only great fun for the young people it also provides many opportunities for learning and helps them to focus when it is time to attend their more formal lessons.

OUR ST. JOHN'S COMMUNITY HEROES CAMPAIGN HAS A TARGET OF £5,000 WHICH WILL HELP FUND A RANGE OF ENGAGING, FUN AND SAFE EQUIPMENT AND ACTIVITIES FOR THE YOUNG PEOPLE TO ENJOY.



GET INVOLVED TODAY

St. John's Community Heroes are:

- Inspirational local businesses who put the community at the heart of their work
- Businesses that support St. John's School to help children with complex learning needs and behaviours to achieve positive outcomes.
- Heroes make a suitable monthly donation
- Make a commitment to support the charity for one year
- Generate further donations on their website via a special DONATION link
- Have a range of opportunities to get involved with promotions and events
- Will benefit from being promoted on the St. John's web site, social media and at our community events

Let's discuss this fantastic opportunity to support young people from your community and promote your business.

Contact **Will Folkes** our fundraising officer on 07912 296407 or email will.folkes@st-johns.co.uk.

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"For me this sponsorship represents a sense of community spirit bringing plenty of joy for children in Seaford. I am very excited to be part of it! Also, we are Facebook fanatics when it comes to advertising our local catering business and we felt that St. John's Heroes digital marketing program will open new doors for us."

--Levi and Betty, La Maison Catering



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