

## Sponsorship for Silver Salisbury



**Platinum:** c£10,000 Sole sponsor of all programmes produced in a financial year. Name will be included on front of brochure with thanks. Back page will be dedicated space for sponsor.

**Gold:** c£6,000 Sole sponsor for an individual brochure/directory. Name will be on front of page, back page will be dedicated space for sponsor.

**Silver:** c£3,000 - £4,000 Joint sponsor for a brochure/directory. To be determined if space on front for multiple names. Back page shared space between sponsors.

**Bronze:** c£200 - £500 Sponsors for individual events. Name will be in title / description of event in the brochure.

Silver Salisbury Charity No.1198019

## How to get in touch with us



Please contact us as below and we will reply to you as soon as possible.

*We would love to talk to you.*

Website: [www.silversalisbury.co.uk](http://www.silversalisbury.co.uk)

Facebook: @Silver Salisbury

Email:

[sponsorship.silversalisbury@outlook.com](mailto:sponsorship.silversalisbury@outlook.com)

Mobile: 07530 349195



To sponsor  
Silver Salisbury



Silver Salisbury is a small registered local charity that encourages older people to try new things, meet new people and make new friends. We promote free and low-cost activities where older people will get a warm welcome. We operate in Salisbury and its surrounding areas and produce an annual directory and two festivals each year. Our biggest outlay is the cost of printing, and the Trustees are looking for sponsorship to cover the costs of our design and printing.



Wiltshire Council



WILTSHIRE  
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SALISBURY  
CITY COUNCIL

[www.silversalisbury.co.uk](http://www.silversalisbury.co.uk)

## Who are we?



**Silver Salisbury** is a local charity (1198019) that encourages older people to try new things, meet new people and make new friends. The Charity is run by a small group of volunteer Trustees, contracted outreach workers in each area and volunteers who support the groups. The Charity was founded in 2018 and is funded by grants from charitable trusts, Big Lottery, local authority grant programmes and donations.

## What areas do we cover?

### Where?

Over the years, we have grown to include not just Salisbury City but areas like Laverstock, Longhedge, Harnham, Wilton, Downton, Amesbury and Durrington. We also try to be as diverse as we can by including new groups from Ukraine, Bangladesh, Poland and LBGTQ, some of these have regular coffee mornings.

## What do we do?

### What?

We arrange free and low-cost activities where older people will get a warm welcome. Some are run by us but most are run by other organisations and support groups which we help to promote. We produce an annual directory of local events and organisations and two Festivals, one in the Spring and one in the Autumn. These Festivals are packed with events and activities and most events are sold out.

## Why we seek sponsorship

### Why?

Our largest annual expense is printing the A5 Directory, the A4 Spring and Autumn Programmes, and event flyers. These high-quality publications are distributed free at community venues and online. While we are proud of them, their printing costs significantly reduce our reserves and limit other activities. Operational costs are minimal by comparison, and Trustees spend much time seeking grants to fund design and printing. Printed materials remain essential because many in our audience lack computer access or social media skills.

## What sponsorship do we need?

### How Much?

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## When do we need sponsorship?

### When?

Both our directory and Autumn programme are planned in June and July each year and the Spring Programme is set in March. The data is gathered early, and the design and print follow on closely so we can distribute the printed editions to all local outlets well before the events. Ideally, Sole Sponsorship should be sustainable for a 2 – 3 year benefit and paid at the beginning of the financial year, but joint sponsorship or one-off donations should be made before the event so as not to run down our reserves.

## What can we offer in return?

### Offers?

**Silver Salisbury** produces 5,000 Directories and 3,500 each of the Festival Programmes. Individual flyers and posters usually 100 for each one. Distributed to public outlets and to the older generation. The coverage of a Sponsor's name is outlined in the section above – *What Sponsorship Do We Need?* but the Trustees would be delighted to discuss further opportunities for financial or material support. **We would love to talk to you.**



[sponsorship.silversalisbury@outlook.com](mailto:sponsorship.silversalisbury@outlook.com)

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