



Cornwall Heritage Trust Sponsorship Opportunity

SCHOOLS TRANSPORT GRANTS

Our awareness and reach with young people in Cornwall is significant and growing, alongside our engagement with teaching staff and families.

Cornwall Heritage Trust provides grants for primary schools to visit places of historic interest in order to develop an awareness and appreciation of Cornish heritage. The rising cost of transport is a major problem for schools, which is why our transport grants continue to be so important.

The number of children attending funded trips has increased year-on-year, from 1,776 in 2015/6 to over 5,000 in 2019/2020. Over 14,000 children have experienced trips to historic places through our School's Transport Grants between 2015 & 2020.

As well as engaging young people, our grant scheme shines a spotlight on our work with teachers and parents. Through communication with each school and direct marketing of our scheme, the audience is targeted and of a significant size.

We encourage schools to apply for grants continually throughout the year by:

- Information circulated about the scheme to our growing database of over 200 primary schools
- Social media posts through all of our channels
- LinkedIn posts
- Website promotion
- eNewsletter articles
- Main newsletter articles
- Annual Review article

This is a fantastic opportunity for corporate partners to benefit each year from the many marketing opportunities that an association with our Schools Transport Grants provides.

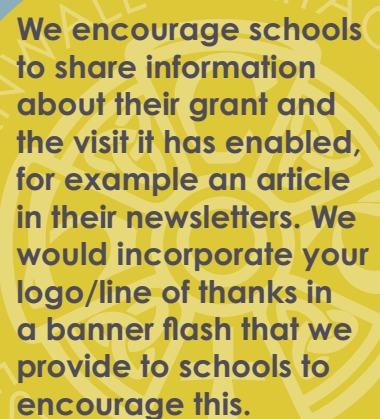


SPONSOR MARKETING BENEFITS

Sponsoring our Schools Transport Grants would associate your brand with preserving and supporting heritage in Cornwall and with young people developing an awareness of its importance. Within all of our marketing activities for this scheme, there will be opportunities to promote our sponsors, including name and logo whenever possible.

Our sponsor/s will each receive:

- Logo and line of thanks on the grant application form – hard copy and on our website
- Logo and line of thanks in banner flash provided to schools for use
- Logo and line of thanks on the letter which accompanies the stickers and leaflets delivered to schools for their trips
- Logo and line of thanks on our Teaching Resources webpage
- Logo and line of thanks on the front cover of each of our 10+ teaching resource packs (downloadable for schools and the public from our website)
- Each time a school trip is mentioned on social media, the sponsor will be tagged
- Inclusion in a press release (with photo call)
- Invitation for you and a guest to our annual VIP Awards Celebration
- Invitations to Heritage Hero VIP events
- Social media interaction throughout our partnership
- LinkedIn post
- Use of CHT sponsor logo – providing valuable brand endorsement
- Inclusion in e-Newsletter article
- Thanks and logo in main newsletter - on Corporate Sponsor's page
- Annual Review listing, logo and editorial inclusion
- Thank you certificate for you to display in your office/ reception
- Any other ideas that you would like to discuss



We encourage schools to share information about their grant and the visit it has enabled, for example an article in their newsletters. We would incorporate your logo/line of thanks in a banner flash that we provide to schools to encourage this.

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Sponsorship Opportunity

COST

To sponsor our School's Transport Grants scheme for a year in conjunction with other potential sponsors - £500

To find out more please contact our Fundraising Team:

Cornwall Heritage Trust Limited
G03, The Percy Williams Building
Krowji
West Park
Redruth
Cornwall
TR15 3AJ

01209 707008

www.cornwallheritagetrust.org

info@cornwallheritagetrust.org



The Cornwall Heritage Trust



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Company No. 1901905