

# SIA's Corporate Partnership Programme



***Working together to ensure life needn't stop when you're paralysed***

## **About SIA's Corporate Partnership Programme**

SIA's Corporate Partner Programme is designed for companies that wish to work actively with SIA to address priority issues and concerns. By supporting SIA as a Corporate Partner, organisations have a significant opportunity to ensure the continued provision and development of crucial services to those living with a spinal cord injury.

SIA's primary strategic priorities are to:

- Offer support to individuals who become spinal cord injured and their families, from the moment a spinal cord injury occurs, for the rest of their lives
- Provide services which enable and encourage spinal cord injured people to lead independent lives
- Campaign for improved medical care and research into spinal cord injury
- Work to create awareness and understanding of the causes and consequences of injury

## **How your support benefits those living with a spinal cord injury**

Funds raised through the Corporate Partnership Programme provide crucial support for SIA's core services including the Advice Line, SIA's website, Peer Advice at the Spinal Cord Injury Centres, and Community Peer Support in the wider community.

SIA prides itself on providing highly individualised information, advice and support to spinal cord injured individuals, their family and friends, from the time of injury and for the rest of their lives. This support ranges from being able to chat with someone "in the same boat" about the unique issues faced when living with a spinal cord injury, to handling complex queries and research into legal, financial, insurance, health, and other issues.

## **How your support will benefit your company**

Whether you are looking to motivate your employees, enhance your profile through positive social responsibility messaging, or reach new audiences through cause related marketing; we welcome the opportunity to discuss how your company might benefit from an association with the SIA.

## **Staff Fundraising**

It is important to SIA that our relationship with our Corporate Partners cascades throughout the whole of your organisation. To ensure this we actively encourage our Corporate Partners to develop staff fundraising initiatives, to raise both awareness and additional funds for SIA. Staff fundraising can be as simple as a dress down day or as dedicated as a whole Charity of the Year programme – and everything in between!

Staff fundraising can be at little or no cost to your organisation, whilst the benefits can be substantial. Enabling your staff to fundraise and develop an awareness of SIA will boost both motivation and morale, and by encouraging staff to take on the role of 'Charity Champion' or form 'fundraising planning groups' you will install confidence, and a sense of leadership and ownership – again both fantastic for motivation and morale.

## Corporate Partnership Levels

The level at which you join the programme shows the level of your support and the recognition you receive is directly proportional.

### Diamond - £5,000

- Your company logo to appear next to your listing on SIA's website
- A listing with a link through to your website on the SIA website, along with 5 lines for description of business
- A 'large' advert on the Corporate Partnerships area of the SIA website for 1 year
- Guaranteed half page feature in SIA's *forward* magazine, to show case your company's fundraising support of SIA\*
- Free subscription to SIA's *forward* magazine
- Diamond corporate supporters logo for your use
- 10% Corporate Partnership renewal discount when sponsoring over £10k
- Opportunity to be a guest speaker at SIA's chatroom plus
- Priority challenge event places.
- Free use of SIA's conference room twice a year



### Platinum - £2,500

- A listing with a link through to your website on SIA's website, along with 5 lines for description of business
- A 'medium' advert on the Corporate Partnerships area of SIA's website for 1 year
- Guaranteed quarter page feature in *forward* magazine, to show case your companies fundraising support of SIA\*
- Free subscription to SIA's *forward* magazine
- Platinum corporate supporter logo for your use.
- 10% Corporate Partnership renewal discount when sponsoring over £10k



### Gold - £1,000

- A listing with a link through to your website on the SIA website, along with two lines for description of business
- A 'small' advert on the Corporate Partnerships area of the SIA website for 1 year
- Free subscription to SIA's *forward* magazine
- Gold corporate supporters logo for your use



### Silver - £500

- A listing with a link through to your website on SIA's website, along with one line for description of business
- Free subscription to SIA's *forward* magazine
- Silver corporate supporters logo for your use



### Bronze - £300

- A listing with a link through to your website on SIA's website
- Free subscription to SIA's *forward* magazine
- Bronze corporate supporters logo for your use



### Benefits Summary



Free subscription to SIA's <i>forward</i> magazine	✓	✓	✓	✓	✓
Corporate supporters logo at appropriate level	✓	✓	✓	✓	✓
Link on corporate supporters page on SIA website	✓	✓	✓	✓	✓
One line of business description along side web link				✓	
Two lines of business description along side web link			✓		
Five lines of business description along side web link	✓	✓			
Small advert on corporate supporters page			✓		
Medium advert on corporate supporters page		✓			
Large advert on corporate supporters page	✓				
10% renewal discount when sponsoring over £10k	✓	✓			
Quarter page feature in <i>forward</i> magazine to display fundraising support of SIA		✓			
Half page feature in <i>forward</i> magazine to display fundraising support of SIA	✓				
Access to SIA member of staff to talk on specialist subjects at own training & conferences	✓				
Opportunity to be a guest speaker at SIA's chatroom plus	✓				
SIA House conference room for FREE hire twice a year	✓	✓			
Reduced rate for exhibiting at SIA's AGM	✓	✓			
Priority challenge event places	✓	✓			
<b>Amount</b>	<b>£5,000</b>	<b>£2,000</b>	<b>£1,000</b>	<b>£500</b>	<b>£300</b>

**Examples of how your Corporate Partnership donation could help SIA support SCI individuals:**

- £300 funds one Peer Advisor to visit a Spinal Injuries Centre for one week
- £300 funds 20 calls to the Advice Line
  
- £500 funds over 50 calls to the Advice Line
- £500 funds a volunteer to host 20 chatrooms
  
- £1,000 pays for the delivery of one week of Community Peer Support
- £1,000 pays for over 100 calls to the Advice Line
- £1,000 Funds the Peer Advice service at one Centre for one month
  
- £2,500 is the cost of developing and delivering one Your Voice course
- £2,500 funds 25 hours of telephone counselling for spinal cord injured people or their relatives
  
- £5,000 pays for regular Employment Clinics to be delivered on one Spinal Injury Centre for a month
- £5,000 funds the delivery of seven Master Classes for spinal cord injured people

**Additional Corporate Partnership Benefits – available at all levels**

- Recognition at the SIA Annual General meeting, held in the autumn with 100+ members in attendance
- Preview of all new sponsorship opportunities
- Dedicated advice, support and guidance from the SIA fundraising team, to help you plan and deliver staff fundraising initiatives
- A special flag acknowledging you as a Corporate Partner in the SIA Solicitor's Directory (applies to solicitors & case managers only)
- The option to use the SIA Corporate Supporter logo on stationery or your website

\*Whilst we can only guarantee editorial in *forward* for Platinum and Diamond Corporate Partners, we will welcome features for submission and will endeavour to feature good fundraising stories from Corporate Partners at all levels

**To become a Corporate Partner please contact Sarah Tennent  
Email: [s.tennent@spinal.co.uk](mailto:s.tennent@spinal.co.uk) or Tel: 0845 678 6633 Ext 244**