

CYBERKIND CAMPAIGN

SPONSORSHIP PROPOSAL

Sponsoring Act Against Bullying's **CyberKind Campaign** will generate additional exposure and positive PR for your company, through association with a national children's charity. Your support will also ensure that funds raised as a result of this initiative can go to helping children who are being bullied at school. Sponsorship of this campaign will cost £10,000.

Benefits

- Your logo on all promotional material and correspondence associated with the campaign from the date of that affiliation. That includes all media releases, website content, and advertisements related to **CyberKind Campaign**.
- Wherever possible mention within all radio and television interviews that may transpire through **CyberKind**.
- Logo included on our **CyberKind Campaign** posters which are downloaded by school from website.
- Logo included on our **CyberKind Campaign** leaflet to be handed out at Westfield Shopping Centre during Anti-Bullying Week, as well as several other central London locations.
- Mention on our charity video coverage of the **CyberKind Campaign**, to be broadcast on You Tube, Leap TV as well as other social networking sites.
- Two tickets to our launch party of the **CyberKind Campaign** at the House of Lords on November 11th.
- Mention of **CyberKind Campaign** sponsorship at the House of Lords.
- Logo on our Barracuda banner to be displayed at all possible points of display including House of Lords party, conferences for the duration of the **CyberKind Campaign**.



Act Against Bullying

Act against Bullying (AAB) is a national research and campaigning charity (reg. 1100132) highlighting new forms of bullying of children, particularly exclusion bullying. In addition, we provide practical advice for children and their parents who are victimised at school. Founded in 2002 and last year was shortlisted for the Guardian Charity Award. On ongoing campaign is 'Cool To Be Kind Day' which takes place during Anti-Bullying when schools across the country download teaching resources, certificates and assembly plans in support of us. Each year has a theme. Last year was an anti-peer pressure message. This year we are tackling cyberbullying.



About CyberKind Campaign

With the increase in young people using social networking sites on a daily basis and as their major source of communication, the aim of this new initiative is to counteract and reverse the growing trend of cyber bullying - on the increase and now responsible for many teen suicides - by making a conscious effort to reward 'niceness on the net'.

It is motivated by the charity's belief that the active promotion of good internet manners may significantly reduce the misery that is suffered by so many children, sometimes over meaningless comments and thoughtless behaviour. It may even save lives.

We believe a pro-social behaviour initiative such as **CyberKind Campaign** makes for an exciting sponsorship partnership. In joining us you will raise your profile amongst the massive youth consumer market with the added bonus of a positive association with a children's charity .

Act Against Bullying, 68 Duke Road, London W4 2DE
Tel: 0845 320 2560 Fax 0208 995 9500 Web www.actagainstbullying.org
Registered Charity number 1100132

Want to discuss it?

0845 230 2560