

HOLLOID PLASTICS



SPONSORSHIP INFORMATION PACK





Sponsorship Information Pack

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A Combined Sponsorship and Advertising Opportunity



The Project:

Chess for Schools is a major new nationwide initiative that will provide ten free chess sets to all of England's 25,000 schools.

The Aim:

To create school chess clubs and inter-school chess tournaments.

The Reason:

To encourage children to play brain-games and to promote strategic-thinking, logic and concentration in our country's youth.

Who benefits?

Children:

- By providing a thought-provoking activity that is both fun and challenging, in school and out.

Sponsors:

- This nationwide initiative is attracting national media interest and provides opportunities for your own PR activity in local and trade press.
- Your association with *Chess for Schools* will endear shareholders, customers, government and clients to your company.
- Your company logo and profile will be included on the **HOLLOID PLASTICS** website.

How can you help?

- Our target for 2009-12 is to manufacture and distribute a plastic box containing 10 free chess sets to every school in England.
- 250,000 chess sets = 120 tonnes (over £100,000 worth) of reclaimed, recycled and out-of-specification plastic.

This is where you come in: The 120 tonnes of plastic required is to be donated through sponsors as either plastic or a monetary donation.

This is a genuinely philanthropic project that is both socially and environmentally friendly.

To get involved, please contact:

Kirstie Lapworth - kirstie@englishchess.org.uk
Tel: 07748 963 888

or Ronan Cloud - cloud@se10.com
Tel: 0207 107 2008

HOLLOID PLASTICS



A unique sponsorship opportunity

Chess for Schools is a major new nationwide initiative promoting logical and strategic thinking in our country's youth. The scheme aims to put 10 free chess sets into every one of England's 25,000 schools in an effort to create chess clubs and inter-school chess tournaments all across the country.

Holloid Plastics, manufacturer and distributor of the chess sets, is providing its factory-time and services for free and is working in partnership with the English Chess Federation.

Due to the epic scale of this project, we need your help.

Why get involved?

The benefits to sponsors involved in **Chess for Schools** include:

- Positive exposure through a range of media including national and regional press.
- Association with a country-wide programme.
- Already endorsed by Parliament, government is taking an active interest in the roll-out of the project and all those involved.
- Helping to fund the initiative works as part of CSR (corporate social responsibility) and positions sponsors as community assets.
- *National Chess for Schools Awards* – invitations for sponsors to attend an annual event.
- A link to your website will be included on Holloid Plastics and the English Chess Federation's website.
- Appreciation from the wider public.
- Promoting the initiative will lead to spin-off opportunities, such as experience or apprentice schemes – all of which will look to recognise sponsors.

How can you help?

We need material:

- Every school that applies will get 10 free chess-sets. For every school in England, that's around 120 tonnes of material.
- Initially, we will distribute to 40% of schools in England. That's 50 tonnes of material.

We would like to set up a meeting to discuss whether you would be interested in participating by providing a financial donation or a donation in kind.

Who benefits from your help?

- **Schools:** By providing a national activity in which schools can involve and motivate their students.
- **School-children and society:** By having something with a positive social dimension to do both during and out of school hours, children from all walks of life are offered an outlet for their competitive drive.
- **Sponsors:** Being associated with ***Chess for Schools*** will positively influence your reputation, drawing the approbation of shareholders, customers, government and all those interested in your company.
- **The environment:** Recycling plastic for a projected total of 250,000 sets means that over 100 tonnes of material will be reused. Thus promoting the benefits of recycling to those people whose future behaviour is so important to the environment.
- **Our employees:** Many of our employees are parents who will hear about the initiative from their children and through Holloid itself. We hope this will engender a sense of pride at working for a company whose corporate responsibility programme is actively seeking to make a difference.
- **The English Chess Federation (ECF):** This initiative will raise the company's profile.



Contact Information

To find out more and get involved in this nationwide charitable initiative, please contact:

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English Chess Federation

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or

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