



SUPPORTING THE GIFT AND HOME INDUSTRY SINCE 1947

HELP FOR HEROES AND THE GIFTWARE ASSOCIATION

THE GIFTWARE ASSOCIATION'S CHIEF EXECUTIVE AND CHAIRMAN TO CYCLE 350 MILES TO RAISE MONEY FOR HELP FOR HEROES!

Opportunity

An exclusive or shared sponsorship package to raise the profile of your brand amongst the gift and home industry and allied communities - retailers, wholesalers, distributors - and consumers.

A strong example of your Corporate Social Responsibility (CSR).

Your brand linked to one of the fastest growing charities ever launched – Help for Heroes – supporting those injured in current conflicts.

Help for Heroes Arnhem Bike Ride – 350 miles, 70 miles a day for 5 days. 13 – 19 Sep 2010. From Brussels, Belgium to Arnhem, Holland, via the battle of Waterloo to Leuven, Mechelen, Breendonk, Antwerp, Nijmegen, Eindhoven to Arnhem. Along the route we will visit battlefield sites and learn about their history as well as pay our respects. We will be joined by a team of wounded Servicemen and women from Battle Back, the military adaptive adventure training and sports programme.

The Giftware Association's CE Isabel Martinson and Chairman Michael Sweeney are doing this challenge and you could sponsor them.

Background

Help for Heroes is a charity set up by former GA member Bryn Parry and his wife Emma Parry to support those wounded in current conflicts. Their selfless dedication to improving the lot of our injured service personnel was recognised by the Queen in her Birthday Honours List in June, when both Bryn and Emma were awarded an OBE each. Just a few weeks before The Giftware Association had presented Bryn with the Honorary Achievement Award that the organisation sponsors at The Greats Gift Retailer Awards organised by Max Publishing, who also produce the trade magazines Progressive Gifts and Home Worldwide, Progressive Greetings, Progressive Housewares, The Licensing Source Book, and organise industry awards such as the Henries, Retas and The Licensing Awards. Max Publishing are also long standing sponsors of The Giftware Association's Gift of the Year Awards.



THE NATIONAL TRADE ASSOCIATION FOR THE UK GIFT AND HOME INDUSTRY
The Giftware Association · Federation House · 10 Vyse Street · Birmingham · B18 6LT
Tel: 0121 236 2657 · Fax: 0121 236 3921 · www.ga-uk.org · enquiries@ga-uk.org
A division of British Jewellery Giftware and Finishing Federation. Registered Number: 69391 England



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GA Chief Executive Isabel Martinson and Chairman Michael Sweeney have their own reasons for committing to this challenge to raise money for this very important charity which you can read about at www.justgiving.com/isabel-martinson and www.justgiving.com/chairmanmichael.

Objective

To raise as much money as possible to support the activities of Help for Heroes.

Target audience

- 100,000 companies with interests in the gift and home market, suppliers, retailers and sector specialists.
- Over 25,000 SME's in the gift and home industry. Companies that supply the high street with everything that the consumer wants. This sector is worth over £10 billion per annum.
- Over 4,500 supplier companies exhibiting at key trade fairs in the gift and home industry
- Over 90,000 exhibition visitors

GA Membership

- 1500 members
- 40% over £1 million turnover
- 3%+ over £10 million turnover
- Plus strong tranche of nascent, upcoming businesses, SME's of the future

Other members within the British Jewellery, Giftware and Finishing Federation

- 2700 members
- 600+ over £1 million turnover
- 100 over £10 million turnover
- Plus nascent businesses

Sponsorship offers

Promotion of your brand via:

- Your logo on clothing worn by Isabel Martinson/Michael Sweeney
- GA website: www.ga-uk.org.
- Social networking sites: GA's Facebook wall and Twitter, IM's LinkedIn site.



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- IM's and MS's Just Giving sites: www.justgiving.com/isabel-martinson and www.justgiving.com/chairmanmichael
- GA Bi-monthly e-newsletter
- PR in trade press.
- Podcasts and Blog on H4H website covering the event.
- Personal video/blog.
- Higher level PR potential.
- Local PR for participants/sponsors.
- Post activity reports.
- Inclusion in GA Annual Report in 2011.

- GA stand at Home & Gift Harrogate – 18 to 21 Jul 2010.
- GA stand at Autumn Fair International – 5 to 8 Sep 2010.
- Photo op at Autumn Fair with IM/MS and their bikes
- Post event certificate thanking you for your support.

Other possible opportunities

- Seeing us off at St Pancras
- Welcoming us back.

Marketing support

- Whole GA team/NC involvement, including GA's PR consultant.
- Good relations with gift and home trade press with high success rate of PR coverage.
- Introductions to a vast network of contacts.

Indicative benefits

- CSR
 - Help for Heroes - those fighting for our freedoms.
 - The Giftware Association - supporting new businesses and young designers/creators – the lifeblood of the gift and home industry.
- Use of GA HQ Conference facilities and meeting rooms.
- Introduction to Worshipful Company of Pewterers and their Hall in the City of London.

Partnership fee

£1000 for front or back of cycling top.

£500 per arm of cycling top.



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The cost of participating in this challenge is nearly £2000 per person. This includes the equipment required (bike and accessories), organisational costs, travel and accommodation. Your sponsorship will allow more money to go directly to the charity while giving you lots of PR profile.

Contact

To discuss these opportunities further please e-mail Isabel.martinson@ga-uk.org, call 0121 237 1103 or come to The GA stand at Home & Gift Harrogate Hall A stand 26 to arrange a face-to-face meeting.



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