

THE 2017 BIG SLEEP seaview

STADE
OPEN SPACE
FRIDAY 22ND
SEPTEMBER
7.30PM-7.00AM

 /TheBigSleepHastings

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www.seaviewproject.co.uk www.theBigSleepHastings.com



SPONSORSHIP INFORMATION PACK

THE 2017 BIG SLEEP seaview



The Big Sleep is urging local residents to sleep out for one night in a cardboard box and experience a little of what life is like for rough sleepers.

Partly funded by the Foreshore Trust, The Big Sleep is more than just a sleep out, it's a celebration of the town's best musical talent and community spirit, while also raising awareness of the work of Seaview, a charity working with the homeless and inadequately housed. This year we have local acts *Dr Savage*, the *Rufus Sone Band* and *King Size Slim* performing.

The Big Sleep sponsorship pack will hopefully provide the incentive for your organisation to become involved in this ground breaking event. The Big Sleep is reliant on volunteers to organise the event and our sponsors, in order to ensure all funds raised go towards front line services for those marginalised in society because of homelessness, poverty, isolation and mental ill health to name a few.

What's in it for you?

In return we will ensure all sponsorship is displayed on the Big Sleep website, reach 10's of 1,000's of social media hits and in the form of banners around the Stade Open Space at the event. Where possible, sponsors will be highlighted in all further press coverage.

Homelessness won't go away today or tomorrow but with your help we can make a difference. Hastings is famous for its sense of fun and we achieve great things when we pull together as a community, why not work with us and make The Big Sleep an evening to remember while raising vital funds that change lives.

Sue Burgess Projects Manager

'Proud supporters of the Big Sleep 2016' **Dynamic Scaffolding**



The Big Sleep 2016 raised over £28,000 and provided:

- ★ Funding to increase our Rough Sleepers Outreach Team
- ★ Funding to provide home support to former rough sleepers
- ★ Funding for frontline staff working daily with rough sleepers and homeless people in the Seaview Wellbeing Centre

As one of our key sponsors, The Big Sleep will ensure your business will receive the attention of those who attend and participate in The Big Sleep. We have a number of options for your business to consider:

T shirt sponsorship package £500

Be the sole sponsor of the Big Sleep T shirt and have your business logo on the sleeve of the Big Sleep T shirts. The cutting edge design is such that people will be wearing the T shirts for a long time after the event so your branding sells on. Your banner will be displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Hoodie sponsorship package £500

Be the sole sponsor of the Big Sleep hoodie and have your business logo on the sleeve of the Big Sleep hoodies. The cutting edge design is such that people will be wearing the hoodies for a long time after the event so your branding sells on. Your banner will be displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Entertainment sponsorship package £500

Have your banner displayed across the stage and be one of two sponsors for this focal part of the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Travel mug package £500

Be the sole sponsor of the Big Sleep travel mug and lid and have your logo printed on 100 high quality reusable travel mugs, a memento of the event and your local brand. The mugs will be distributed during the lead up to the event and sold on the night. Your banner will be displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

“Nobody should have to sleep without a roof over their head which is why we are always pleased to support Seaview as our primary charity. The fact that they are locally based is a bonus.” Undercliffe House

Bag For Life package £500

Be the sole sponsor of the Big Sleep Bag For Life and have your logo printed on 100 reusable bags for life, a memento of the event and your local brand. The bags will be distributed during the lead up to the event and sold on the night. Your banner will be displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Wristband package £500

Be the sole sponsor of the Big Sleep wristbands and have your logo printed on 1,000 high quality silicone wristbands distributed during the lead up to the event and sold on the night. Your banner will be displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Banner Sponsorship Package £250

Have your banner displayed at the Stade Open Space during the event. We will feature your logo and acknowledgement on The Big Sleep website, social media and circulate to all targeted media. Please note for those who do not have a banner, it will cost a further £60 to create.

Big Sleep Challenge –

We welcome teams of sleepers from businesses too! Each sleeper requires a minimum sponsorship of £25 to sleep out, why not get your whole team on board? Each business team that signs up will receive a copy of our Employee Sponsorship Engagement tips sheet, powered by Hastings-based agency, People Lab. This is a great way to encourage team building and for your company to help out in the town. The team that raises the most sponsorship will receive a prize.

“The Big Sleep makes a very important contribution locally by highlighting what is an increasingly widespread issue for all sections of society. Homelessness, sleeping rough, whatever term you like, can affect anyone and deserves attention and action”. **Half Man Half Burger**



The Big Sleep is organised by Awareness for Action, the Seaview fund raising and awareness group. The money committed by sponsors is essential to fund the costs of providing the essential items that the Big Sleep depends on in order to go ahead. As a result, all funds raised by participants will go towards providing front line services for rough sleepers, the homeless and those living in inadequate accommodation.

If you are interested in sponsoring the Big Sleep 2017, please contact s.burgess@seaviewproject.org.uk

www.seaviewproject.co.uk www.theBigSleepHastings.com