

THE 2025 BIG SLEEP seaview

**SEAVIEW
& Hattons Yard
FRIDAY 3RD
OCTOBER
8PM-7AM**

 /TheBigSleepHastings

 @TBSHastings

SPONSORSHIP INFORMATION PACK



THE 2025 BIG SLEEP seaview



The Big Sleep is urging local residents to sleep out for one night 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 the difference one hundred plus adventurous souls make to those living on the margins of our society.

The Big Sleep 2025 will focus on the Big Sleep community, with greater emphasis on what the Big Sleep is all about, its role in enabling Seaview to carry out their vital work in the town and why people choose to take part in raising awareness.

This year we have award winning blues man **King Size Slim**, Glastonbury sensation **Sister Suzie** and then Seaview band **Monsat** entertaining our Big Sleepers and videos sharing true life stories and a BBC film from 1986 showing how it was for people when they were released from the London asylums and given train tickets to start a new life in Hastings.

We hope that The Big Sleep sponsorship pack will provide the incentive for your organisation to become involved in this ground-breaking event. The Big Sleep is reliant on volunteers who organise the event and our sponsors. This will enable all funds raised, to go towards front line services, helping those marginalised in society, due to homelessness, poverty, isolation and mental ill health to name but a few.

Taking part in Seaview's Big Sleep can form a significant part of your company's CSR (Corporate Social Responsibility) package. Remember that any costs involved are tax deductible and your company will get tax relief on any donations given to Seaview.

What's in it for you?

In return we will ensure all sponsorship is displayed on the Big Sleep website, in the form of banners around the event and reach 10's of 1,000's of social media hits. A banner will also be displayed in the Bag Drop area of the event, highlighting all sponsors who have committed to sponsoring the Big Sleep and where possible, sponsors will be highlighted in all further press coverage.

Homelessness won't go away today or even 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, so why not work with us and make The Big Sleep an evening to remember while raising vital funds that will change lives.

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 and in turn it will boost your CSR credentials:

T-shirt sponsorship package £500

- ★ Be the sole sponsor of the Big Sleep T-shirt and have your business logo printed 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 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 £100 to create.

Hoodie sponsorship package £500

- ★ Be the sole sponsor of the Big Sleep Hoodie and have your business logo printed 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 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 £100 to create.

Eco Travel Flask sponsorship package £500

- ★ Be the sole sponsor of the Big Sleep Eco Travel Flasks and have your logo printed on the flasks, used on the night in the soup run, distributed during the lead up to the event and sold on the night; and will be continued to be used for a long time after the event, so your branding sells on.
- ★ Your banner will be displayed at 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 £100 to create.

Eye Masks sponsorship package £250

- ★ Be the sole sponsor of the Big Sleep eye masks and have your logo printed on the masks, used on the night, distributed during the lead up to the event and sold on the night; and will be continued to be used for a long time after the event, so your branding sells on.
- ★ Your banner will be displayed at 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 £100 to create.

Banner sponsorship package £250

- ★ Have your banner displayed at the Bag Drop area 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 £100 to create.

Entertainment sponsorship package £500

- ★ Have your banner displayed across the entertainment space and be the sole sponsor 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 £100 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? 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.

If your business would like to sponsor or get involved with the Big Sleep please get in touch:
admin@seaviewproject.org.uk or call 01424 717981

LAST YEAR SEAVIEW...

Provided support to over **1000 individuals** across all of our programmes of service

Served over **7812** affordable, hot, nutritious meals and countless teas, coffees, juices, soups, rolls and desserts

Verified and worked with **132** verified rough sleepers on the streets of Hastings & St Leonards, of whom **18** were women

Verified on average **18** people per rough sleeper early morning outreach session

Supported **57** former rough sleepers to maintain their tenancies, stopping the revolving door of homelessness

290 rough sleepers benefitted from an early morning, once weekly breakfast at Seaview

Gave help, support, and encouragement to people on a wide range of issues including housing, substance misuse, emotional wellbeing, positive mental health, budgeting, relationships, and health needs.

The event has raised over £150,000 and provided funding to:

- ★ Increase our Rough Sleepers Outreach work
- ★ Provide home support to former rough sleepers
- ★ Provide frontline staff working daily with rough sleepers and homeless people in the Seaview Wellbeing Centre

Seaview has organised six Big Sleep events and has been commended for its attention to detail in holding a safe and relevant event.

Here are some thoughts from past Big Sleepers:

Just wanted to let you know that I felt very well looked after on the night. It was not too cold and my box kept out most of the wet. Having woken up, cleared out my box and enjoyed hot porridge, I started walking home. I was only thinking that my night was not a great hardship but believe it was worthwhile to do it, to experience a bit of what it is like to sleep out on the street, raise a little money for the cause and to raise awareness. I hadn't walked far when I saw a man sleeping in the bus shelter in a sleeping bag, so must have been there all night. He had no box like I did, his bed was hard and wooden and the sum total of his belongings were contained in a large carrier bag. There would be no warm shower for him like the one I had when I got home, nor a warm drink. That really struck a chord with me.

2016 Big Sleeper



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, Big Sleep sponsors throughout

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, Big Sleep sponsors 2015-2018



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.

- ★ Sponsorship money will be paid into the Seaview bank account HSBC
Sort Code **40-40-09**
Account Code **31214187**
- ★ Cheques to be made payable to Seaview Project.
All cheques to be sent with signed agreement.
- ★ All sponsorship to be paid by 10am Wednesday 17th September 2025.
- ★ All signed agreements to be either emailed to admin@seaviewproject.org.uk or sent to Big Sleep Admin, Seaview Project, Southwater Centre, Hatherley Road, St Leonards-on-Sea, TN37 6LB.
- ★ Logo and company branded collateral must be supplied by the sponsors to Seaview by 17th September 2025, in order to be available to print and for promotional purposes.
- ★ Seaview will endeavour to meet all its commitments as the organiser of the event.
However, if the sponsor fails to provide information to the Seaview contact by the submissions date the organisation cannot be held responsible for any agreed activity that the sponsor is not included in.

This agreement is signed on behalf of Seaview

Signature

Name

Date

On behalf of the sponsor (Company name)

Company

Signature

Name

Date



www.theBigSleepHastings.com

Contact for more details -
admin@seaviewproject.org.uk
01424 717981

Raising funds for Seaview -
www.seaviewproject.co.uk
Charity number 1058308