

HW SCHOOL SKILLS

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Sponsorship Request Document

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Introduction

HW School Skills is a sports coaching company based in South East London & Kent. Our main service is supplying Primary school PE PPA Cover which involves the planning and delivery of PE lessons. Schools receive PE & Sport Premium funding from the government to help improve the delivery PE in schools and money is often used to contract help from sports coaching companies like ourselves. In addition, we also offer services such as extra-curricular clubs, holiday camps, sports day delivery and teacher training days.

We currently work with over 20 primary schools in South East London and Kent, and we are rapidly growing every year. As a result of our success in primary schools we have created new partnerships with nursery schools offering introductory PE sessions.

Our company philosophy is built upon 'The Pupil Centric Model'. This model places the pupil at the centre of a three strand model between parents, teachers and HW School Skills coaches. We strongly believe in the power of sport to influence young lives and have an awareness that PE is often a child's first introduction of sport, and therefore the most critical.



Outreach and demographics.

HW School Skills has a specific, wide reaching and valuable customer base.

HW School Skills direct customers are primary and nursery schools within South East London & Kent. The schools are a mixture of academies, state and private. The schools are extremely diverse in ethnicity and race. Majority of families are middle to lower income.

Primary Schools and Nurseries interact with teachers ages 21-50, pupils ages 2-11, and parents ages 20-50.

HW School Skills currently have over 20 partnerships with local schools. Locations include: Crystal Palace, Croydon, Woolwich, Grove Park, Greenwich, Blackheath, Lewisham, Kidbrooke, New Cross, Gravesend, Orpington, and Bromley.

HW School Skills has recently transformed its social media and website as a result of rapid expansion. Initial primary school contracts have all been as a result of glowing recommendations and reputation of Founder and Director, Harry Watling. The digital rebranding has allowed HW School Skills to broaden the reach of its powerful brand value across South East London and Kent,

HW School Skills services are appealing to business partnerships because of the positive effects it has within the local community. By increasing the quality of PE in schools, children develop healthy and life long relationships with sport which reduces mental health, obesity and bad behaviour.

Sponsorship

1. What will you sponsor?

Your company logo will be proudly displayed on all 30 + staff members uniforms, in 20+ Schools and Nurseries. Sponsorship of Events such as sports days, holiday camps and birthday parties with banners and promotional display.

Logo, contact details and description on all holiday camp fliers (20,000 per camp) that are posted around local area. Camps are held every half term often with several date and locations.

Our brand new website will have a page dedicated to your website as well as your logo on the footer of every web page with a link to your company. In addition your logo will be on all of our social media streams including Facebook and Twitter through out the year.



Why should my business sponsor HWSS?

- Become a household brand name in family homes from over 20 primary schools based in South East London and Kent.
- Be a familiar and trusted brand to the wider community.
- Exposure as a company that cares for the local community.
- New clients, New customers, New business.
- Market your business inexpensively.
- Represented as a brand that is contributing towards a healthy and active lifestyle.