

Photographic exhibition

Citizens Advice plans to kick start the 70th anniversary celebrations with a photographic exhibition that highlights the different aspects of our work. These range from the provision of face to face advice and involvement of volunteers, to our less widely understood national influencing work, local campaigning and education projects.

We will be creating a 'portable' exhibition of around 10 large poster boards, which we will display in high footfall public spaces for a total of three weeks.

We expect the exhibition to increase public understanding of our charitable status and future direction, as well as our historical significance. We envisage it acting as a catalyst for the public to get involved with our work in a range of ways: by accessing advice, becoming a volunteer, backing a campaign or making a donation.

The Citizens Advice service is seeking a headline sponsor for the photographic exhibition. There will be a series of related branding and promotion opportunities throughout the anniversary year.

Headline sponsorship package

£100,000 (+VAT)

Our headline sponsor will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) that promotes your organisation's involvement.
- Logo on all exhibition boards.
- Logo and strapline on the Citizens Advice corporate website.

Promotion opportunities

- Recognition as headline sponsor in all national and local media releases.
- Corporate exposure in major city locations with high footfall.
- Opportunity to promote your alignment with Citizens Advice via the exhibition boards being displayed:
 - to MPs at the three main party conferences (also benefit from listings within the fringe guides)
 - to the bureaux network at the Citizens Advice Annual Conference (September 2009)
 - to a wider audience at the gala dinner (January 2010).
- Complimentary premium exhibition space at one of the following Citizens Advice conferences: Annual, Money or Social Policy.

Photographic exhibition

Entertainment opportunities

- Two complimentary tickets to the gala dinner.
- Two VIP invitations to the drinks reception before the dinner.

Benefits to corporate partner

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Promote your brand to new audiences through a variety of mediums.
- Publicise your alliance with Citizens Advice amongst MPs.
- Drive traffic to your corporate website.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as headline sponsor of our exhibition.

* Figure taken 2007/08



Citizens Advice gala dinner – January 2010

As part of its 70th anniversary celebrations, Citizens Advice will be hosting a high profile gala dinner to generate funds for the service, highlight its contribution to public life and promote its charitable status.

Held in prestigious surroundings in central London, the gala dinner will be a chance for guests to network with other influential attendees in a relaxed environment.

The evening will begin with a drinks reception followed by dinner and live entertainment.

The gala dinner will also see the launch of the new Citizens Advice Awards, which will include categories such as *Most Improved Service*, *Best Campaigning Journalism*, *Adviser of the Year* and *Outrage of the Year*. We intend to engage the public before the event through a nominations and voting process, and expect the evening to be covered by the national press.

In addition to lots for a sealed bid auction, Citizens Advice is seeking a headline sponsor for the gala dinner.

Headline sponsorship package £50,000 (+VAT)

Our headline sponsor will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) that promotes your organisation's involvement.
- Logo and strapline:
 - on the Citizens Advice corporate website
 - on the invitations, tickets and menu cards
 - in the souvenir programme
 - displayed on screen while guests are seated.
- Two banner stands in the main drinks reception area.

Promotion opportunities

- Acknowledgement from the CEO/ Chair on stage.
- Five minute speaking slot.
- Use of guest mailing list pre or post event.
- Exclusive recognition as headline sponsor in all national and local media releases.
- Sponsorship of your chosen award – receive branding in the souvenir programme and present the award on stage.

Citizens Advice gala dinner – January 2010

Advertising opportunities

- Complimentary full page advertorial in souvenir programme.

Entertainment opportunities

- Complimentary table for eight people.
- Eight VIP invitations to the drinks reception before the dinner.

Benefits to headline sponsor

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Speak directly to an influential audience.
- Network with a range of high profile individuals.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as headline sponsor of our gala dinner.

*Figure taken 2007/08



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In addition to lots for a sealed bid auction, Citizens Advice is seeking a supporting partner for the gala dinner.

Supporting partner package £20,000 (+VAT)

Our supporting partner will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) that promotes your organisation's involvement.
- Logo and strapline:
 - on the Citizens Advice corporate website
 - in the souvenir programme
 - displayed on screen while guests are seated.
- Banner stand in the main drinks reception area.

Promotion opportunities

- Acknowledgement from the CEO/ Chair on stage.
- Use of guest mailing list pre or post event.
- Exclusive recognition as supporting partner in all national and local media releases.

Advertising opportunities

- Complimentary full page advertorial in souvenir programme.

Citizens Advice gala dinner – January 2010

Entertainment opportunities

- Complimentary table for eight people.
- Eight VIP invitations to the drinks reception before the dinner.

Benefits to supporting partner

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as supporting partner of our gala dinner.

*Figure taken 2007/08



Citizens Advice gala dinner – January 2010

As part of its 70th anniversary celebrations, Citizens Advice will be hosting a high profile gala dinner to generate funds for the service, highlight its contribution to public life and promote its charitable status.

Held in prestigious surroundings in central London, the gala dinner will be a chance for guests to network with other influential attendees in a relaxed environment.

The evening will begin with a drinks reception followed by dinner and live entertainment.

The gala dinner will also see the launch of the new Citizens Advice Awards, which will include categories such as *Most Improved Service*, *Best Campaigning Journalism*, *Adviser of the Year* and *Outrage of the Year*. We intend to engage the public before the event through a nominations and voting process, and expect the evening to be covered by the national press.

In addition to lots for a sealed bid auction, Citizens Advice is seeking sponsorship for the VIP drinks reception.

Sponsorship of drinks reception

£10,000 (+VAT)

Our drinks reception sponsor will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) that promotes your organisation's involvement with this event.
- Logo and strapline:
 - on the Citizens Advice corporate website
 - in the souvenir programme
 - displayed on main screen while guests are seated.
- Banner stand in the VIP drinks reception area.

Promotion opportunities

- Acknowledgement from the CEO/Chair on stage.
- Sponsorship of your chosen award – receive branding in the souvenir programme and present the award on stage.

Advertising opportunities

- Complimentary half page advertorial in souvenir programme.

Citizens Advice gala dinner – January 2010

Entertainment opportunities

- Complimentary table for eight people.
- Eight VIP invitations to the drinks reception before the dinner.

Benefits to headline sponsor

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as reception sponsor.

*Figure taken 2007/08



Citizens Advice gala dinner – January 2010

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Held in prestigious surroundings in central London, the gala dinner will be a chance for guests to network with other influential attendees in a relaxed environment.

The evening will begin with a drinks reception followed by dinner and live entertainment.

The gala dinner will also see the launch of the new Citizens Advice Awards, which will include categories such as *Most Improved Service*, *Best Campaigning Journalism*, *Adviser of the Year* and *Outrage of the Year*. We intend to engage the public before the event through a nominations and voting process, and expect the evening to be covered by the national press.

In addition to lots for a sealed bid auction, Citizens Advice is seeking patrons to support this event.

Patron package

£5,000 (+VAT)

Each patron will receive:

Branding opportunities

- Logo and strapline:
 - on the Citizens Advice corporate website
 - displayed on screen while guests are seated.

Entertainment opportunities

- Complimentary table for eight people.
- Eight VIP invitations to the drinks reception before the dinner.

Benefits to headline sponsor

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Play a practical role in the continuation of our vital work.

*Figure taken 2007/08



Adviceguide awareness campaign – January 2010

An integral element of the Citizens Advice service is our self-help website, Adviceguide. With Adviceguide receiving over seven million unique visits in 2007/08, it is extremely well-placed to allow those that are able to, to locate the advice they need quickly and efficiently. It plays a crucial role in advising the public on a wide range of issues, from benefits and debt to housing and discrimination.

Despite this high level of traffic coming through Adviceguide, it is estimated that 40 per cent of the population experiences a problem but does not seek advice. This could be for a number of reasons; lack of awareness of advice services, embarrassment, inability to get to a bureau or a short-term difficulty accessing face-to-face services locally due to high demand.

In its anniversary year, the Citizens Advice service is planning an awareness campaign around Adviceguide, which, it is hoped, will allow many more to access the advice they need in a manner convenient to their lifestyles.

The campaign will be launched in January, which is typically when the need for advice services peaks.

The Citizens Advice service is seeking the support of a corporate partner in its Adviceguide awareness campaign.

**Corporate
partnership
package**
£100,000 (+VAT)

Our corporate partner will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) for the duration of the campaign.
- Logo and weblink on the home page of the Citizens Advice corporate website for the duration of the campaign.
- Logo and weblink on the home page of our Adviceguide website for the duration of the campaign.
- Logo and strapline on all adverts and promotional literature regarding the campaign.

Promotion opportunities

- Exclusive recognition as corporate partner in all national and local media releases.
- Complimentary premium exhibition space at one of the following Citizens Advice conferences: Annual, Money or Social Policy.

Adviceguide awareness campaign – January 2010



Advertising opportunities

- Complimentary full page advertorial in gala dinner souvenir programme.

Entertainment opportunities

- Complimentary 'patron's table' for eight people at the gala dinner (January 2010).
- Eight VIP invitations to the drinks reception before the dinner.
- Two complimentary passes to one of our parliamentary stakeholder events held in the Houses of Parliament.

Benefits to corporate partner

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Promote your brand to new audiences through a variety of mediums.
- Drive traffic to your corporate website.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as headline sponsor of our Adviceguide awareness campaign.

*Figure taken 2007/08



Volunteer recruitment campaign – June 2010

The heart of the Citizens Advice service is its core of volunteers. Of the 26,000 people in the service, 20,000 are volunteers. Every year, these individuals give up their time to help their local communities. Without them, the service would not be able to continue.

Citizens Advice volunteers benefit from free training and on-going support. Training results in an accredited qualification, which, along with the experience of volunteering itself, helps people develop skills for life beyond the bureau. Of the volunteer advisers that left the service in 2007/08, 28 per cent left for paid employment. What is common in all our volunteers is that they find it a truly rewarding experience.

In its anniversary year, the Citizens Advice service is launching a recruitment drive for new volunteers, which will enable us to strengthen the service further still.

With a launch planned during the 2010 National Volunteers' Week, it is expected that the campaign will generate at least 2000 additional volunteering enquiries.

The Citizens Advice service is seeking the support of a corporate partner in its volunteer recruitment campaign.

Corporate partnership package

£100,000 (+VAT)

Our corporate partner will receive:

Branding opportunities

- Use of the 70th anniversary logo on corporate literature (to be approved by Citizens Advice) for the duration of the campaign.
- Logo and weblink on the home page of the Citizens Advice corporate website for the duration of the campaign.
- Logo and weblink on the home page of our Adviceguide website for the duration of the campaign.
- Logo and strapline on all adverts and promotional literature regarding the campaign.

Promotion opportunities

- Exclusive recognition as corporate partner in all national and local media releases.
- Complimentary premium exhibition space at one of the following Citizens Advice conferences: Annual, Money or Social Policy.
- First option on exclusive sponsorship of the volunteer award at the gala dinner (January 2010).

Volunteer recruitment campaign – June 2010

Advertising opportunities

- Complimentary full page advertorial in gala dinner souvenir programme.

Entertainment opportunities

- Complimentary 'patron's table' for eight people at the gala dinner.
- Eight VIP invitations to the drinks reception before the dinner.
- Two complimentary passes to one of the service's parliamentary stakeholder events held in the Houses of Parliament.

Benefits to corporate partner

- Align your organisation with a charity that:
 - is used by almost half the population at some point in their lives
 - resolves 5.5 million client problems per year*
 - has 96% brand recognition
 - is widely respected by the general public.
- Network with a range of influential individuals.
- Promote your brand to new audiences through a variety of mediums.
- Drive traffic to your corporate website.
- Play a practical role in the continuation of our vital work.
- Receive exclusive recognition as headline sponsor of our volunteer recruitment campaign.

*Figure taken 2007/08

