HOLLOID PLASTICS



SPONSORSHIP INFORMATION PACK



Sponsorship Information Pack

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A Combined Sponsorship and Advertising Opportunity



The Project:

Chess for Schools is a major new nationwide initiative that will provide ten free chess sets to all of England's 25,000 schools.

The Aim:

To create school chess clubs and inter-school chess tournaments.

The Reason:

To encourage children to play brain-games and to promote strategic-thinking, logic and concentration in our youth.

Who benefits?

Children:

- By providing a thought-provoking activity that is both fun and challenging, in school and out.

Sponsors:

- This nationwide initiative is attracting national media interest and provides opportunities for your own PR activity in local and trade press.
- Your association with *Chess for Schools* will endear shareholders, customers, government and clients to your company.
- Sponsors will be recognised at a high profile publicity launch in London later this year.
- Your company logo and profile will be included on the HOLLOID PLASTICS website.

How can you help?

- Our target for 2009-11 is to manufacture and distribute a plastic box containing 10 free chess sets to every school in England.
- 250,000 chess sets = 120 tonnes of reclaimed, recycled and out-of-specification plastic.

This is where you come in: The 120 tonnes of plastic required is to be donated through sponsors as either plastic or a monetary donation.

This is a genuinely philanthropic project that is both socially and environmentally friendly.

To get involved, please contact:
Caroline Morris - caroline@holloid-plastics.co.uk
Tel: 07748 963 888

or

Ronan Cloud - cloud@se10.com
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Timeline

Spring 2008

- Project gets underway.

2009

March
- 8,000 schools have signed up to Phase One of the project.

May
- First school receives their chess sets.

June
- Local launch event held in Surrey with 20 schools.

July
- Local launch events held in Hampshire and Oxfordshire.
    - 50 schools in attendance.
    - Local press coverage achieved.
    - 500 chess sets distributed.

August
- Continuing production of the chess sets and boxes.

September
- Continuing production and start of nationwide distribution.

November
- Publicity launch event to be held in London with national press.

2010

July
Phase One complete, all 8,000 schools will have received their chess sets.

September
Phase Two begins.

HOLLOID PLASTICS

CHESS FOR Schools

A unique sponsorship opportunity

Chess for Schools is a major new nationwide initiative promoting logical and strategic thinking in our youth. The scheme aims to put 10 free chess sets into every one of England's 25,000 schools in an effort to create chess clubs and inter-school chess tournaments all across the country.

Holloid Plastics, manufacturer and distributor of the chess sets, is funding this charity initiative in partnership with the English Chess Federation.

Due to the epic scale of this project, we need your help.

Why get involved?

The benefits to sponsors involved in **Chess for Schools** include:

- Positive exposure through a range of media including national and regional press.
- Association with a country-wide programme.
- Already endorsed by Parliament, government is taking an active interest in the roll-out of the project and all those involved.
- Helping to fund the initiative works as part of CSR (corporate social responsibility) and positions sponsors as community assets.
- *National Chess for Schools Awards* – invitations for sponsors to attend an annual event.
- A link to your website will be included on Holloid Plastics and the English Chess Federation's website.
- Appreciation from the wider public.
- Promoting the initiative will lead to spin-off opportunities, such as experience or apprentice schemes – all of which will look to recognise sponsors.

How you can help?

We need material:

- Every school needs 10 free chess-sets, at a cost of £2.50 each. That's 250,000 chess sets – around 120 tons of material.

- Initially, we will distribute chess-sets to 40% of schools in England. That's 50 tons of material.

We would like to set up a meeting to discuss whether you would be interested in participating by providing a financial donation or a donation in kind.

Who benefits from your help?

- **Schools:** By providing a national activity in which schools can involve and motivate their students.

- **School-children:** By having something to do with a positive social dimension both during and out of school hours.

- **The environment:** Recycling plastic for a projected total of 250,000 sets means that over 100 tons of material will be reused. Thus promoting the benefits of recycling to those people whose future behaviour is so important to the environment.

- **Society:** Children often complain of being bored and have nothing constructive to do – setting up a national school chess league will appeal to many children from all walks of life, offering a creative outlet for their competitive drive.

- **Sponsors:** Being associated with ***Chess for Schools*** will positively influence your reputation, drawing the approbation of shareholders, customers, government and all those interested in your company.

- **Our employees:** Many of our employees are parents who will hear about the initiative from their children and through Holloid itself. We hope this will engender a sense of pride at working for a company whose corporate responsibility programme is actively seeking to make a difference.

- **The English Chess Federation (ECF):** Not only will this initiative raise the ECF's profile, but additional chess sets will be made available at a preferential price to support the further expansion of the scheme.

Contact Information

To find out more and get involved in this nationwide charity initiative, please contact:

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or

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