



Changing the lives of
Blind, Visually Impaired and Dyslexic Children



VISION SPONSORSHIP PROPOSAL

Vision's Northern Golf Day is held at Filey Golf Club on the beautiful Yorkshire coast. There are several strategic opportunities throughout the day, all of which offer real scope for high profile visibility for your company's brand and major networking potential.

TARGET AUDIENCE

The audience consists of key figures in the Tele-Visual and Broadcasting industry. The demographic is A/B and are on average aged between 30 and 50 years. This also offers good visuals for industry journals for your personnel, products and brand.

MEDIA CONTACTS INVOLVED

We send out Press Releases before and after the event and use our own media contacts within the industry, some of which are on our board, to make sure that this event achieves maximum visibility. We place full page advertisements in our target media outlets.

PUBLICITY MESSAGES

This highly successful day achieves its primary objective of industry networking but we have also broadened our target audience to companies who have an interest in this industry. Our core publicity messages include

- industry involvement
- the ability for an organisation to fulfil its corporate social responsibility strategy
- enhancing an organisations high profile within this industry
- an opportunity to project your brand/product/service in a highly focused environment to a high achieving audience

OTHER METHODS OF PUBLICITY

We are conducting a comprehensive strategy to publicize this event using:

- our enviable and regularly updated data bases
- our contacts with in the media
- a strong public relations programme
- opportunities offered by our active and highly visible patrons.



The Vision Charity

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Below is a table representing an overview of some of the sponsorship options available at the Vision Northern Golf Day at Filey Golf Club, Yorkshire :-

TEAM EVENT 1st, 2nd, 3rd	£550	Trophy Logo - 2 banners - logo Vision golf day website
INDIVIDUAL 1st, 2nd, 3rd	£400	Trophy Logo - 1 banner - logo Vision golf day website
NEAREST THE PIN 16th	£150	Trophy - Logo
NEAREST THE PIN 3rd	£150	Trophy - Logo
PERSEVERANCE & ENDURANCE	£100	Trophy Logo
HALFWAY HOUSE	£600	Ownership-Halfway House - Banners/Pop ups - Product Placement - Printed beer mats
POST MATCH WINE & DINNER	£600	See details below - Banners/Pop ups - Product Placement - Printed beer mats
HEADLINE PACKAGE	£2,250	See details below - Banners/Pop ups - Product Placement - Printed collateral & beer mats
HOLE	£100	Banner at sponsored hole

All sponsors will get a presence on the Vision website and mention in collateral in accordance with their level of sponsorship

- HEADLINE HOSPITALITY PACKAGE** – This is one of the elite packages at this event and affords the sponsor a highly visible presence in advanced communications/website as well as on the day. You will be sponsoring the arrival hospitality, the halfway house and the post event dinner. Printed collateral will be provided which will prominently feature your brand along with Vision's. Beer mats will be printed with your company's logo on one side and Vision's emblem on the other.
- TOTAL HEADLINE SPONSORSHIP** – An overall sponsorship package which would include the headline hospitality package, the scoring system and the team event is available. Please contact Bernie Muir on 07774 206064 to discuss.

Your involvement can provide you with photo opportunities to be used in your trade press, etc. and we can tailor the benefits to fit your sponsorship and marketing requirements.



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Raffle Prizes

To assist in Vision's aim to help as many children as possible we are also seeking fabulous raffle prizes. This will not only augment the occasion but will also offer you a further opportunity to create visibility for your organisation whilst raising more funds to help Blind Visually Impaired and Dyslexic children.

Please contact Bernie Muir on 020 8340 3074 or bernie.muir@visioncharity.co.uk





WHY SUPPORT VISION?

Vision Charity's corporate supporters are largely cutting edge organisations. Vision offers exceptional opportunities for your company to form relationships with these organisations who represent the establishment and the rising stars in their respective industries. Our signature events, our select attendees, our carefully considered sponsorship prospects and our amazing Vision team make Vision a compelling proposition.

Vision Charity, created in 1975, aims to raise money through a series of fun based, fundraising events for the benefit of blind, visually impaired and dyslexic children, providing them with much needed equipment, goods or specialist services.

There are great benefits to be gained from involvement with Vision activities which can form part of your sponsorship, corporate social responsibility, networking and hospitality strategies. These benefits include branding, product placement, networking, hospitality and media coverage.

Our team of volunteer organisers work tirelessly to create outstanding events and their efforts are backed up by a strong PR and marketing programme which, working with your in-house teams, aims to maximize the benefits for your organisation and for Vision Charity.

Our activities include:

- o Our prestigious **Annual Vision Ball** which will take place on **5th December 2009** at the Grosvenor House, Park Lane. This is one of the tele-visual industry's signature events.
- o Our media friendly **Annual Soho Fun Run 9th July 2009**
- o Our highly popular **Annual Golf Day** at Stoke Park on **16th July 2009**
- o **Adidas Women's 5K Run – 6th September 2009**
- o **Gala Fashion Show & Dinner – 24th September 2009**
- o **Northern Golf Day – Filey, Yorkshire – 25th September 2009**
- o **The Flora London Marathon on April 25th 2010.**
- o **'Broadcast' 5-a-side football tournament in 8th May 2010**

Our latest initiative, **Schools Radio** (www.schoolsradio.com), is our most ambitious project, so far! This scheme is open to all school children. Programmes, made by children aged 11 – 18, can be in contention for 3 important awards, presented by **Arqiva, Sony and Vision**. Schools Radio offers very interesting potential for media coverage both local and national. We also see this as a marvellous vehicle for brand association.

We make every effort to ensure that these occasions will be professional and we take time to understand your objectives in order to tailor a package of appropriate options and benefits.

We believe that association with this outstanding Charity will be highly rewarding for your organisation and you will be making a difference to many children's lives.

To receive more in-depth information regarding this extraordinary charity, please contact:

Larry Davis – Executive Director
Bernie Muir - Vision Charity PR

larry.davis@visioncharity.co.uk or call 07710 546109
bernie.muir@visioncharity.co.uk or call 020 8340 3074