



**The Knife Angel Hereford
Sponsor's Information Pack**

We are thrilled to be bringing the Knife Angel to Hereford City Centre and thank you for your interest in our corporate sponsorship packages.

The Knife Angel will be coming to Hereford on **Wednesday 2nd June** and will be sited in front of the **West Door of Hereford Cathedral** until **Tuesday 29th June**. It can be seen at any time, will be free to visit and everyone is welcome.

Whether your organisation is interested in donating funds to support the Knife Angel's visit to Hereford, or would prefer to offer 'In Kind' sponsorship, we would love to hear from you.

In the following pages, we have outlined the levels of sponsorship available as well as various items which you could support through the 'In Kind' option. If there's something specific you're looking for or would like to offer that isn't listed, please do contact us.

As you may know, the Knife Angel is also known as the National Monument Against Violence and Aggression. By bringing it to Hereford, we hope to raise awareness of the catastrophic impact that violent and drug crime has on individuals, families and communities.

We will be staging a wide range of events to accompany the Knife Angel's visit to the county—for example school workshops, a national level conference and other interactive events.

Please do spread the word amongst your colleagues, friends and associates. If any of them are interested in getting involved as a sponsor or a volunteer, we would be delighted to hear from them.

Alison Davies

Meryl Cain

Hereford Knife Angel, Joint Project Leaders

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Introduction



As you can imagine, there are many costs associated with bringing the Knife Angel to Hereford. From security to staging, venue hire and catering, all have to be covered through fund raising and sponsorship.

We understand that many organisations may find it difficult to offer cash donations. However, we would welcome offers of help to provide support / goods / services in lieu.

We are also looking for **volunteers** for various roles to support the Knife Angel's visit to Hereford. Please let us know if any of your employees would like to get involved.

Offers of support could include:

1. **Lighting** or **laser** displays
2. **Construction materials**, for example we will need lots of plywood to go under the Angel
3. **Printing** and / or **signage** sponsorship
4. **High-viz jackets** for Knife Angel volunteers
5. **Catering**: conference and opening events
6. **Tea, coffee, soft drinks**, etc, for volunteers
7. **Conference pack** sponsorship
8. **Conference programme** sponsorship
9. **Security fencing**
10. **White roses** (to give to visitors at closing vigil)

The above are only examples of some of the things we are looking for. Please contact us for a full list, or to discuss any other offers of 'In Kind' support.



In-kind Sponsorship



Bronze Sponsorship is for companies who donate **from £100—£500 (or In-Kind equivalent)**.

In return for their investment, we would be happy to offer the following benefits.

1. **Name on Sponsors' board** (located within Cathedral Close)
2. **Logo on Sponsors' page of Knife Angel Hereford Website**, including link to Sponsor's own website
3. **Sponsor's logo** shown in conference programme (if available)
4. **Recognition** on Knife Angel Hereford's social media platforms
5. **One page promotional leaflet** in any conference packs (if available)
6. **An invitation to Sponsors' launch event**, to be held at Hereford Cathedral on the evening of 2 June 2021.



Bronze Sponsorship



Silver Sponsorship is for companies who donate **from £501—£1,000 or In-Kind equivalent**).

In return for their investment, we would be happy to offer the following benefits.

All of the benefits listed under the Bronze Sponsorship

PLUS:

1. **Quarter page advertisement** in the conference programme (if available)
2. **Verbal thanks** at events, where possible and appropriate
3. **Invitation for two people to Sponsors' launch event**, to be held at Hereford Cathedral on the evening of 2 June 2021



Silver Sponsorship



Gold Sponsorship is for companies who donate **from £1,001 -£5,000 (or In-Kind equivalent)**.

In return for their investment, we would be happy to offer the following benefits.

All of the benefits listed under the Silver Sponsorship

PLUS:

1. **Company logo on Sponsors' board** (located within Cathedral Close)
2. **Company pop up style stand** at conference / other events, as applicable
3. **Half page advertisement** in the conference programme (if available)
4. **Promotional gift** in event conference packs (if available)
5. **Invitation for three people to Sponsors' launch event**, to be held at Hereford Cathedral on the evening of 2 June 2021



Gold Sponsorship



Platinum Sponsorship is for companies who donate **in excess of £5,000 (or In-Kind equivalent)**.

In return for their investment, we would be happy to offer the following benefits.

All of the benefits listed under the Gold Sponsorship

PLUS

1. **Partner branding** status in all publicity
2. **Exhibition stand** at conference / other events, as applicable
3. **Full page advertisement** in the conference programme (if available)
4. **Speaker slot** at events and /or opening and closing ceremonies, where possible
5. **Promotional gift** in event conference packs (if available)
6. **Invitation for four people to Sponsors' launch event**, to be held at Hereford Cathedral on the evening of 2 June 2021



Platinum Sponsorship





In partnership with:



The Knife Angel Hereford Team

Alison Davies and Meryl Cain - Joint Project Leaders

Pauline Strong - Volunteer Team Leader

Eileen Sims - Financials

Jan Jefferies - Team Member

Amanda Stanley - Research

Prof Catherine Hamilton Giachritsis - Conference organiser



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