



Haworth Primary School

Headteacher: Mrs Helen Thompson

Rawdon Road Haworth Keighley West Yorkshire BD22 8DW

Tel 01535 642359 Fax 01535 647429

The Business Friends of Haworth Primary School

Dear Business Friend / Partner

On behalf of Haworth Primary School the Teachers and Governors at the school would like to thank you for attending our first **"The Business Friends Of Haworth Primary School"** meeting this evening and we do hope you found the evening interesting and worthwhile. As you have seen from tonight's events we clearly believe that local business friends can support the school and work in partnership with us to help promote the school as well as your business through corporate social responsibility and advertising opportunities.

We believe that many of you will benefit from being connected to the school adding value to your business by being involved in the practice of working with us and increasing the likelihood that your customers see that you take corporate and social responsibility seriously by being our partner.

The opportunities we discussed this evening

Newsletter advertising- every half term we produce our school newsletter "Peach". We would reserve for you advertising space in every Peach edition (6 per year) and/ or include your flyer inside. Your name or logo featured on one of the two display banners in the school grounds. Both banners will be unmissable to all visitors to Haworth who pass the school and all other users of the Community Building.

Description	Sole Trader	Limited Company	National Company	Notes
To Advertise in all six copies of "Peach" forwarded to all parents per year	£10 per month DD	£15 per month DD	£20 per month DD	You provide us with the Art work, we will add it to the Newsletter
Leaflet drop in one edition of "Peach"	£50	£75	£100	You provide the leaflet, could be a menu if you are a restaurant, a special offer if you are a retailer or hotel. Or a general sales pitch on your business.

All sponsors who take out a Direct monthly Debit will be classed as "Business Friends of Haworth Primary School Partners" and displayed on the banners outside school and on our Website

We have attached a form for you to kindly complete and return to us should you like to become a business friend or partner.

☆ <http://haworth.schooljotter2.com> e-mail: office@haworth.bradford.sch.uk





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Sponsorship

Our sponsorship project is already well underway with a number of local businesses providing us with sponsorship. As discussed this evening we have a number of key sponsorship aims to provide:

1. Play and sports equipment - Our project would use only quality educational toys and sports equipment. We would give prominent publicity to your sponsorship in all our promotional material such as brochures, publicity leaflets and advertising.
2. Sponsorship of important learning aids such as smart boards. Research has repeatedly demonstrated that students learn better when they are fully engaged and that multisensory, hands-on learning is the best way to engage them. Interactive whiteboards facilitate multisensory learning whether it is a collaboration exercise for maths problem solving or a Google Earth tour of the Amazon rainforest.
3. One of our major projects is the desire to introduce an Eco Classroom to the school. There are not many things as important in life as a good education in an excellent learning environment. Unfortunately, due to a lack of government funding there is growing evidence that old and poorly maintained buildings have a detrimental effect on learning and teaching.



The team's aim is to show a strong environmental ethos and forward thinking approach to providing a great environment for learning at Haworth Primary School. We are clearly aware that the quality of the learning environment plays an essential role in the effectiveness of teaching and of course learning. With the lack of space, rising energy costs and challenging budgets we would like to provide innovative learning solutions and create an inspirational teaching and learning environment.

Other Sponsorship ideas

It may be that you have other ideas that you would like to discuss with us. One of the great advantages of partnering with a local company is being able to be flexible. If you would like to discuss other ideas you may have please do not hesitate to call me. You can contact me by email at office@haworth.bradford.sch.uk or call the office on 01535 642359.

Thank you once again and we look forward to discussing how we can work together.

Yours sincerely

Helen Thompson

Mrs Helen Thompson
Headteacher

 <http://haworth.schooljotter2.com> e-mail: office@haworth.bradford.sch.uk





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Organisation Name:

Your Name:

Your email address:

Your phone number:

Questionnaire

1. Did you find the evening's event interesting?

Yes No

Please add a comment:

2. Do you believe you will become a business friend or sponsorship partner?

Yes No

Please add a comment:

3. Would you like to advertise within our newsletter "Peach"?

Yes No

Please add a comment:

4. Would you like to do a leaflet drop within our newsletter "Peach"?

Yes No

Please add a comment:

5. Would you like to become a business partner and sponsor the school?

Yes No

Please add a comment:

4. Would you like the school to contact you to discuss other sponsorship ideas or anything in regards to this evenings events"?

Yes No

Please add a comment:

Please post to the school, fax or scan and email to the email address below, Thank you.

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