

Speak to the future's 1000 Words Sponsorship Proposal – Oct 2013

“Our society and our economic prospects will be vastly transformed for the better if everyone has 1000 words of another language.”

This is why [Speak to the future](#), the UK's Campaign for Languages, has launched the [1000 Words Challenge](#), and why we would like to promote your business to our supporters.

About Speak to the future



Speak to the future is a charity which highlights the importance of languages, language learning and professional language activities for the UK. Targeting the public, media, government and policymakers, we aim to push languages up the agenda, and to bring about a step-change in attitudes and policy. The campaign is backed by leading professional, cultural and business organisations and is supported by the British Academy and Routes into Languages.

About 1000 Words

Through 1000 Words, we are working with schools, universities, businesses and members of the public to help them commit to taking positive steps within their own environments and networks that will contribute to achieving the goal of everyone having at least a basic knowledge of another language.



The publicity that followed our 1000 Words launch event, organised and promoted jointly with the British Council, led them to estimate that it had reached a potential audience of 16,000,000 people in the UK and worldwide.

The Opportunity for Sponsors

We are currently signing up 1000 Words Sponsors to benefit from our ongoing promotional activities, and from our presence at [The Language Show](#) on the 18-20th October 2013 where we will be joining over 10,000 language learners, teachers, translators, linguists, job seekers and language professionals.

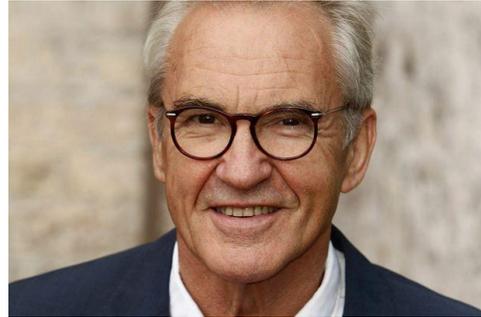


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Our Promotional Activities

Speak to the future is [supported by a wide range of organisations with national and international reach.](#)

Our campaign team attracts large numbers of volunteers including businesspeople and academics who are influential in their language-related fields of expertise. Our extensive connections to other organisations act as a multiplier effect to the 1000 words campaign and put all of you, our sponsors, in the spotlight with many different audiences, providing you with the opportunity to promote your projects, innovations and services to the industry and to the media.



You will benefit from Speak to the future's forthcoming promotional activities which will be celebrity-focused, involving TV actor **Larry Lamb** (right), best known for playing Archie Mitchell in the BBC television soap East Enders and Michael Shipman in the BBC television show Gavin & Stacey.

The **Arsenal FC Double Club** and other supporters will also be promoting the Speak to the future campaign through their national communications channels, reaching primary and secondary schools across the country.

Sponsorship Benefits

1. Your company name will appear on our 1000 Words Sponsors page on speaktothefuture.org, next to your MPU-sized banner advert (300px wide by 250px high, supplied by you).
2. This will link to a promotional page on www.speaktothefuture.org with text (supplied by you) about your company, including your logo, an embedded video (if required) and links to your website and social media platforms. This page will remain on the website for the complete duration of the campaign, which we plan to be at least 18 months.
3. Your page on our website will be promoted to all of our members, supporters, subscribers, fans and followers who are interested in signing up to the 1000 Words Challenge. We are active on LinkedIn, Twitter and Facebook.
4. Our enthusiastic volunteers will promote your marketing handout postcards/fliers (one design, supplied by you) on and around our Language Show stand (no. 841), plus any of your special offers and promotional freebies (e.g. stationery, sweets, flash cards, etc).
5. Your company will benefit from association with Speak to the future's ongoing promotional activities.

Sponsorship Cost

The cost to become a 1000 Words Sponsor is **£500**, which will go towards the development and promotion of the campaign.

Your Next Steps

1. If you are interested in becoming a Sponsor, please contact Teresa Tinsley, 1000 Words Project Leader: teresa.tinsley@gmail.com or +44 (0)781 802 8021 who will send you an invoice.
2. Email Teresa:
 - a. An MPU-sized banner advert (300px wide by 250px high).
 - b. A high-resolution jpeg of your logo.
 - c. Text about your company for your profile page.
 - d. The URL of a video about your company which you would like embedded on your page.
3. Deliver your Marketing Materials to the Language Show. Please hand deliver your box of materials (one type of flyer/postcard, plus freebies!) or arrange for it to be sent to the following address between 0800-2000 on Thursday 17th October:

Speak to the future, Stand 841
% Lizzie Fane - 07775783122
Language Show Live
Olympia Central, Level 2
Hammersmith Road
London
W14 8UX

Thank you very much for your interest in becoming a Sponsor, we are looking forward to working with you!