

**BUSINESS
IN THE
COMMUNITY**



**THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK**

Responsible Business Week 2018: 23-27 April, 2018 Sponsorship Pack

www.bitc.org.uk/rbweek



Responsible Business Week 2018: Sponsorship Proposal

Every Business Can Make a Difference, Place by Place

Responsible Business Week (23-27 April 2018) is an annual awareness campaign from the charity Business in the Community championing and illustrating what being a responsible business means and celebrating those businesses actively making a difference, improving society and changing lives, 365 days a year.

BITC calls on companies of all sizes and sectors who are investing in talent and future skills, creating jobs, protecting resources, and engaging people in the places where they live and work to share their story and inspire others to make a real difference to local communities.

Sponsoring the Week

We are seeking up to 10 leading brands from the Prince's Responsible Business Network to take a £10,000 plus VAT supporting sponsor package to underpin the Week.

In 2017, the Week had an audience reach of 20 million and as a sponsor you will have:

- High profile brand association with the Week as one of a select group of corporate supporters across all BITC owned communications channels
- Bespoke opportunities to tailor company angles and communications within the Week through BITC channels
- Your brand will be recognised for its leadership and commitment to the responsible business agenda

Responsible Business Week 2018: Sponsorship Proposal

“By hosting two events during Responsible Business Week 2017, we were able to convene together, share information and amplify the awareness importance of supporting organisations such as Stop the Traffik, who we’ve supported with five i2 analyst software licenses and used our expertise in data and analysis to tackle and combat human trafficking criminals and disrupt their operations.”

-Mark Wakefield,
Corporate
Citizenship &
Corporate Affairs
Manager, IBM

Sponsor Benefits:

- Be part of a powerful group of corporate partner brands.
- Increase stakeholder awareness of your company.
- Feature in the Responsible Business Week web hub, media opportunities, and relevant events on and surrounding the Week.
- Logo and recognition at all BITC Responsible Business Week events.
- Recognition during all of Responsible Business Week welcome and thank you speeches.
- An integrated marketing campaign to ensure the inspirational stories are heard far and wide.
- Shape critical thinking in this agenda.
- Building in ideas that can uniquely activate your brand visibility and leadership.

Responsible Business Week 2018: What's On

During Responsible Business Week BITC hosts events across the U.K. to convene a network of those committed to being the best they can be: sharing their work, building relationships, and outlining next steps towards long term success for businesses and the communities in which they operate.

Monday 23 April

Champions Breakfast: CEO's from Champion Companies convene for a private breakfast meeting to explore the business strategy steps and opportunities to implementing the priorities identified in Business in the Community's Brave New World report exploring responsible business in a digital revolution with a view to sharing commitments at our responsible business gala dinner in July.

Responsible Business Recognition Reception: An interactive networking event for Senior CSR/Sustainability and HR professionals from our Responsible Business Awards 2018 Longlist with the FT and our Times Top 50 Employers for Women 2018 list to share and explore what responsible business means in today's modern economy

Tuesday 24 April

Connectors Together: Annual event bringing together Business Connectors and their commitment to building sustainable relationships and solutions between business and the communities in which they operate

Financial Times and The Times Supplements: *The Times* "Top 50 Employers for Women" and Responsible Business Awards long list supplement in the *Financial Times*

Resilience Campaign Launch: Would you be ready? BERG hosts an event around the launch of a new campaign aimed at changing the behaviour of smaller businesses to be more resilient.

BITC Scotland Parliamentary Reception: BITC Scotland celebrates the impact of responsible business in Scotland through BITC, with interactive look at effective programmes.

Wednesday 25 April

Smart Growth Experimental Learning Session: CEO's explore what smart growth looks like in Manchester

Thursday 26 April

Smart Growth Summit: A summit in Manchester to amplify the importance of smart growth and explore what it looks like in a city context.

Responsible Business Week 2018: What's On

Community Conversations

Building on our place by place theme, we will be hosting community conversations in various locations across the UK to bring together community organisations, the public sector and other businesses to:

- Address and discuss the local challenges and opportunities impacting the local community and enterprises
- Develop and cultivate relationships between key decision makers and community stakeholders
- Create and support long term investments that increase prosperity, access, and sustainability

RBWeek Online

BITC's [Responsible Business Hub](#) and @BITC will feature events, inspiring stories, and content to drive awareness and engagement.

#RBWeek: Throughout the Week, the #RBWeek hashtag is used to share inspiring stories, profile sponsors and speakers, and build awareness for events, announcements, and the responsible business agenda.

In addition to BITC activity, hundreds of members and partners will be using the week to host their own events and conversations and all supported and enabled by our overall Responsible Business Week corporate supporters.

Responsible Business Week 2017 Highlights

20 million
audience
reach

111
news stories

187, 561
Twitter
impressions

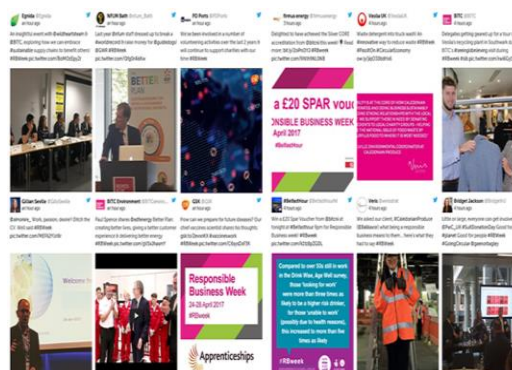
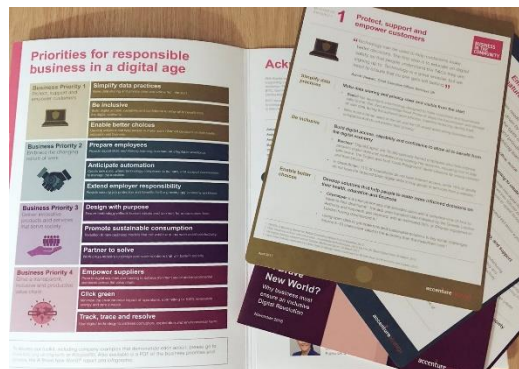
408
new Twitter
followers

19,730
website visits
(39%
increase from
2016

Over 2,000
attendees for
BITC hosted
events

Following the theme of “Ensuring an Inclusive Digital Revolution,” Responsible Business Week 2017 took place between 24-28 April with events in London, throughout England, Wales, Scotland, and Northern Ireland with over 2,000 attendees for BITC hosted events.

Responsible Business Week 2017 was sponsored by Aviva, Fujitsu, Barclays Capital, and Accenture Strategy.





For more information please contact:

Alice Carney
Marketing Partnerships Manager
Alice.Carney@bitc.org.uk

Jen Hartley
Head of Development, Brand and
Partnerships
Jen.Hartley@bitc.org.uk