

Healthy Spaces Walsall Sponsorship Packages

Opportunities to showcase your business
in Walsall parks and support health and
wellbeing of the local community



Walsall Council



PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE



Healthy Spaces sponsorship packages will help enhance and restore greenspaces, developing the natural beauty of our parks for the benefit of our community. Walsall Council is approaching local businesses like yours to build on existing park improvements and at the same time bring businesses and communities together. It is important to protect and enhance our natural environment for future generations and your organisation could play its part in achieving this.

This initiative is being developed through funding from the National Lottery Community Fund, National Lottery Heritage Fund and NESTA. The main focus of this project is to test methods for connecting local businesses with communities.

Healthy Spaces Sponsorship Benefits

Benefit to your organisation – Raised profile of your organisation as it helps support improvements to both the environment and the local community's health and wellbeing.

Your organisation will also receive positive exposure through the council's social media channels, with over 13,000 followers on Facebook and over 33,000 followers on Twitter, as well as over 2000 followers on the Business to Business twitter account. Your company's brand will also be seen by nearly 3 million people who visit Walsall Borough parks every year.

Benefit to your employees – Staff who live locally will benefit from improvements to Walsall parks.

What are the packages offering?

The concept behind Healthy Spaces sponsorship is that packages are focused on the six parks with the greatest footfall ensuring that your organisation receives as much recognition as possible for supporting Walsall Borough parks (six parks included are Arboretum, Kings Hill, Palfrey, Reedswood, Aldridge Airport and Willenhall). All income generated will be re-invested back into all local green spaces helping to make Walsall an amazing place to live and work, for residents and employees respectively.

There are two main options for Healthy Spaces sponsorship. Firstly, partial sponsorship, where your company's information will be displayed by one of the park's facilities of your choice. Secondly, complete park sponsorship, where your company's information will be displayed at the main entrance of the park and across a range of park's facilities.

If you would be interested in Healthy Spaces sponsorship, please have a look at the options outlined within this document. If you feel that you would prefer another sponsorship option then please contact us to discuss.

If you would like to sponsor one of our parks' events, your organisation's logo will be used on a range of print, web and social media promotion alongside verbal acknowledgements during the event. For example, if your organisation wish to support our young people, you may be interested in sponsoring our children's events, forest school of woodland adventure week. If events sponsorship is something you would like to get involved, please contact our team at the Healthy Spaces.

How will Healthy Spaces sponsorship be used?

Sponsorship funding may be used for any of the following projects or activities;

- Playground fencing
- Supervised nature walks
- Den building
- Cycling training
- Improvement of toilet facilities
- Bridge building
- Creation of wild meadows
- Infrastructure (birds/bats boxes, benches, paths, etc.)

Please note this is not an exhaustive list. Once your organisation's contribution has been used, we will let you know how your investment has made a difference to our green spaces.

Complete/partial park Healthy Spaces sponsorship (12 months)

Sponsor benefit	Arboretum	Palfrey	Reedswood	Willenhall	Aldridge Airport	Kings Hill
Main park entrance	✓	✓	✓	✓	✓	✓
	£3,000	£2,000	£2,000	£2,000	£2,000	£2,000
Community building/Pavilion	✓	✓	N/A	✓	N/A	✓
	£1,500	£1,000	N/A	£1,000	N/A	£1,000
Playground	✓	✓	✓	✓	✓	✓
	£500	£400	£400	£400	£400	£400
Outdoor gym	N/A	✓	✓	✓	N/A	✓
	N/A	£400	£400	£400	N/A	£400
Band stand	✓	✓	N/A	✓	N/A	N/A
	£450	£300	N/A	£300	N/A	N/A
Notice boards	✓	✓	✓	✓	✓	✓
	£300	£250	£250	£250	£250	£250
Complete sponsor	£4,500	£3,500	£2,800	£3,500	£2,200	£3,500

How to apply to be a Healthy Spaces Sponsor?

Walsall Council is looking for sponsors whose values and work activities complement Walsall Council's corporate priorities. If you are interested in Healthy Spaces sponsorship, please read through the Council's corporate priorities on <https://go.walsall.gov.uk>.

If you have any questions or would like further details please contact us at healthyspaces@walsall.gov.uk or call 01922 650465.

If sponsorship is not something your organisation would consider, please have a look at Healthy Spaces Corporate Social Responsibility (CSR) packages, which include corporate volunteering activities as well.





Healthy Spaces

Email: healthyspaces@walsall.gov.uk

Tel: 01922 650465