

**FOR SECONDARY
SCHOOLS**

MASTER MONEY SKILLS

Fantastic sponsorship opportunities that give access to all UK Secondary schools by promoting real world financial advice.

Sponsors will receive the exclusive option of combining an excellent CSR campaign with huge brand recognition for every 14-16 year old student, every year!



ITV REPORT 29 September 2017 at 6:00am

Half of young people 'worried for future'

Millennials say anxiety about money is literally making them sick

EveningStandard.

Money > Spend & Save

Half of Britons fear for their mental health as figures show rising personal debt

Increase in County Court judgements is sign of financial anxiety reaching alarm levels as

The Guardian

Young people 'more anxious than ever' due to Brexit and rising debt

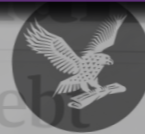
THE ISSUE

Financial worries are continuing to have an unprecedented effect on student's physical and mental wellbeing



Young people worst affected by debt crisis, say charities

Rent arrears, benefit changes and insecure work contributing to rise in number of young people seeking advice



Business

INDEPENDENT

The new financial crisis: Young people are facing a debt trap

THE OFFER



Hi!



Rapport is offering opportunities to help stop this problem. Sponsor a practical financial awareness event for all UK secondary schools that provides excellent potential for brands to engage all 14-16 year olds, whose education will be genuinely improved by our unique content.

Not only will brands gain recognition through event sponsorship — across all promotions, touring vans and event equipment, but PR promoting the event offers an opportunity for CSR for companies involved.


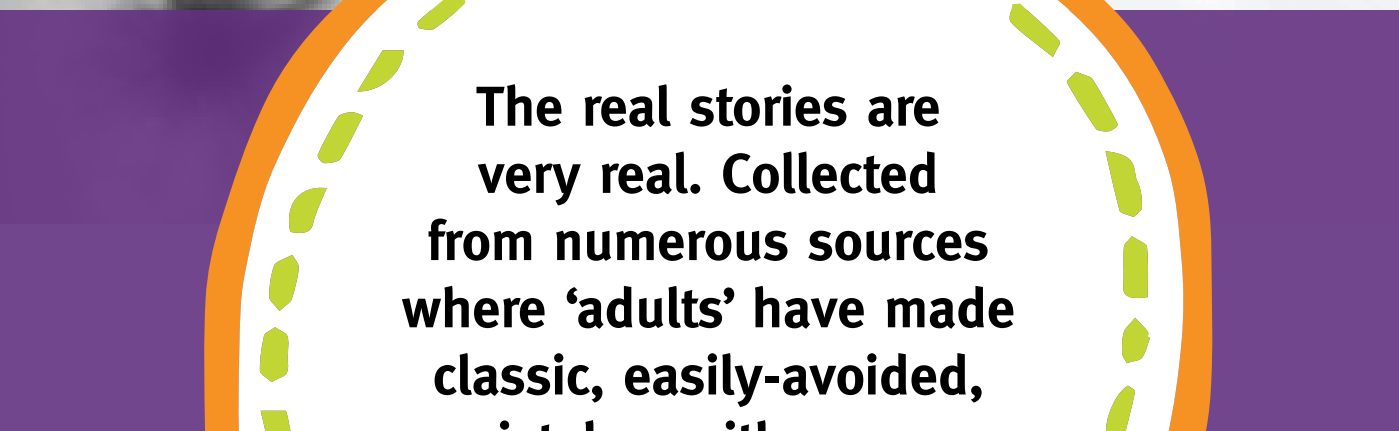

THE EVENT

A unique event targeted at upper secondary education for 14-16 year olds throughout the UK.

Delivering real financial tools, it's all about HOW to manage money. Students finish the event with a set of 'tools' that can be taken into the real world.

All of the content for the event and post-event learning is created from REAL LIFE STORIES.

The event uses a combination of Theatre-in-Education performance techniques and practical workshop skills where students participate in a series of unique physical learning opportunities that really teach them how to use the 'tools' for happier finances.



The real stories are very real. Collected from numerous sources where 'adults' have made classic, easily-avoided, mistakes with money that have very real consequences.



THE EVENT

The experience provides students with tools in:

DEBT – using credit to be the best it can be

CASH FLOW – working out how to afford what you want and when you want it

SAVINGS – everyone can save something but really how to do it and feel good about it

SPENDING – wanting the newest trainers, buying the newest trainers and then not feeling bad about your balance afterwards

ONLINE VS OFFLINE – seeing money is easier to manage than an imaginary bank balance, sometimes the old ways really are the best!

All of the content is developed to support the national curriculum for the Finance GCSE. Created by our team of experts in all things learning and engagement.

The entire concept is driven by the need to improve students long term physical and mental wellbeing. We know there is a problem out there, work with us to change that.

FUTURE DEVELOPMENTS

While the event will have an immediate impact on 14-16 year olds, Rapport also has planned for how to help students in the months afterwards

Future developments in the pipeline include:



WEBSITE

Providing online access to these financial tools



GIVE-AWAYS

Everyone loves free stuff (even better when it carries your brand with key learning messages)



UNIVERSITIES

A notorious group for bad money management, let's get these tools to them too



PRE AND POST EVENT RESOURCES

Providing teachers (who can also benefit from money help) resources that can be used in the classroom to help keep the messages fresh



COMPETITIONS

Testing students' knowledge, giving away great prizes and generating loads of PR

While students are provided with basic financial information they are not yet given any real world advice.

Some students may enter into unhealthy relationships with loans and not understand how they can find a balance with their debts. Others will enter into bad credit arrangements, due to not knowing the difference between 'good' and 'bad' credit.

This can change with relevant and practical support throughout their school careers. Students need the tools to prevent themselves entering into unhealthy relationships with their finances.

This is where you could come in.



THE PROBLEM

Students are not taught the pros and cons of credit, loans, overdrafts or how best to manage money.

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Schools can assist children and young people in developing the skills and attitudes that will help them to achieve financial wellbeing, and encourage positive habits and behaviours such as making spending plans, saving and planning ahead.

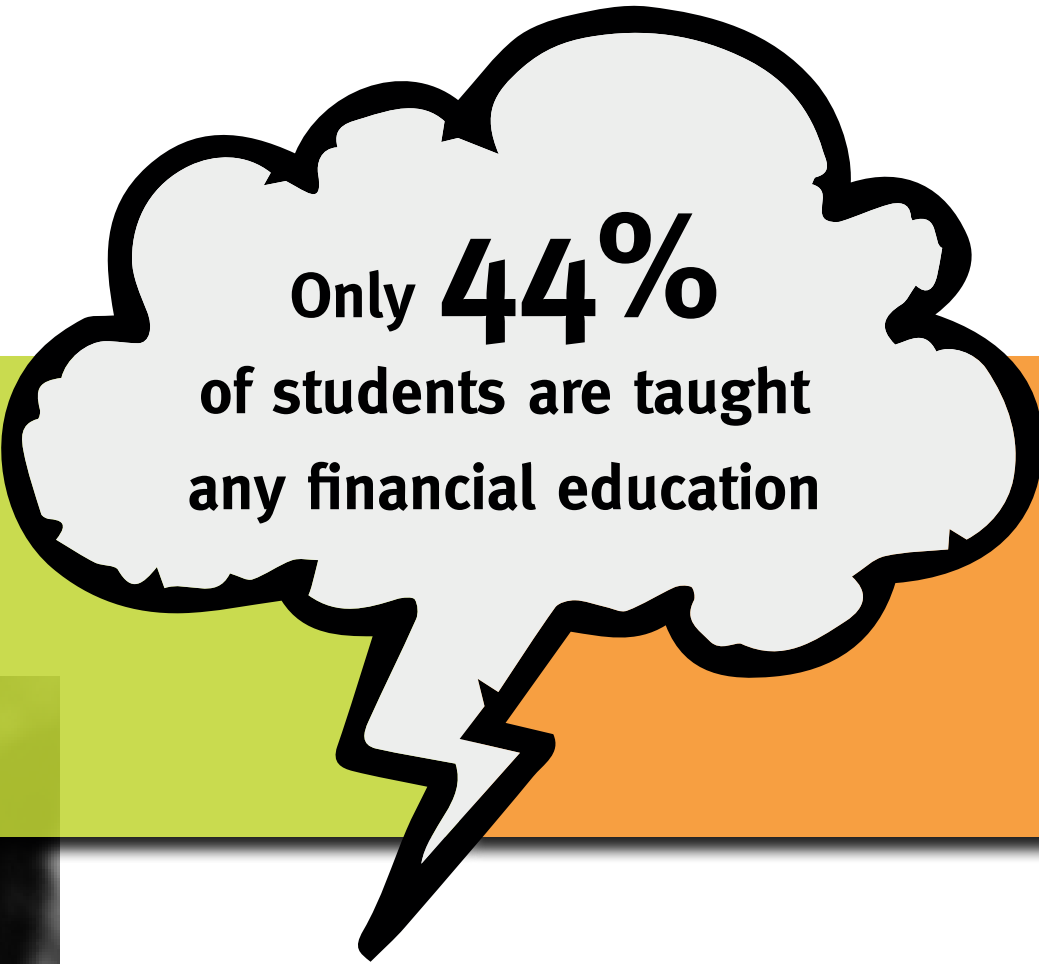
OECD Programme for test of financial literacy

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THE OPPORTUNITY

No one has provided this generation of students with a satisfactory solution to the problem of how to manage their money.

This can be changed...with your help



Only **44%**
of students are taught
any financial education



Some schools are providing financial education, such as how to read a bank statement or understanding interest rates.

BUT

No one provides these students with real life tools to manage their money, tools that will prevent the mental stress caused by personal finances.

Let's teach them to

MASTER MONEY SKILLS

GOLD FROM £25,000

- Headline Sponsor branding in all promotional materials
- Contribute to themes and content
- Workshop participation by staff
- Materials for student take-home packs
- 8,000+ miles of outdoor coverage on touring vans
- Teaching communications throughout the school year

SILVER FROM £15,000

- Brand on promotional materials to 5,500+ schools across the UK
- Brand presence at all performances
- Materials for student take-home packs
- 8,000+ miles of outdoor coverage on touring vans
- Contribute to teaching communications

BRONZE FROM £5,000

- Brand on promotional materials to 5,500+ schools across the UK
- Brand presence at performances
- Materials for student take-home packs
- 8,000+ miles of outdoor coverage on touring vans




THE SPONSORSHIP

TAKE-HOMES

- Your Sponsor logo, web address on student bag
- 1x insert within the carrier bag
- 50-word company profile in the official event programme and financial guide

Call John on 0208 973 0040 or email for more information
johnp@rapportgroup.com



Companies spend billions of pounds a year on marketing, advertising and teaching their staff to sell, yet we don't get ANY buyers' training

*Martin Lewis,
Founder Moneysavingexpert*

THE BENEFITS

- Begins to educate students on issues and events in their life that most are never prepared for until they happen
- Positive association for your company with the next generation
- Use of real life stories make students feel better about whatever their level of financial knowledge might currently be
- By targeting 14-16 year olds you can help prevent this problem from spreading to future graduates who will have a firmer grasp on how to save their money or handle debt in the most efficient way

ABOUT US

- As a specialist educational marketing agency, Rapport has a thorough understanding of campaigns using schools as the channel to produce results
- Teachers are the gatekeepers to reaching students and their families through content offers
- Rapport's strength is delivering campaigns that help teachers provide teaching context and vital content from knowledgeable client centres
- Working with most current data, Rapport's commitment to marketing reach delivers high levels of engagement with measurable outcomes
- Rapport has considerable expertise in creating multi-media live shows to tour, pioneering unique in school events that are remembered in classrooms for years

rapportgroup.com

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The Rapport Group has a lengthy track record of gaining memorable exposure to and through education, on behalf of clients, with inspirational, tailored and innovative marketing solutions that deliver results

Call us on 0208 973 0040

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