

# **SOCIAL IMPACT PARTNERSHIP PROPOSAL AIDING YOUR CHOSEN GOOD CAUSES**



**PARTNERING WITH GB ATHLETES  
TO ENHANCE YOUR DONATED SUMS**



# THE SOCIAL IMPACT PROPOSAL

## Using GB Athletes to multiply donation to BHF



### Background:

British Heart Foundation (BHF) do not have any scheduled social auction events, but the scale of the donation does mean the following can be done through direct selling to corporate partners and as a challenge listing.

### Remember:

The Charity will still utilise the donation immediately to their needs, there is no risk to them or cost. As since 2012, they will be passing on entry fees when sold, and banking donations to be credited to your initial sums.



### BHF CORPORATE CHAMPIONSHIPS CREATED BY YOUR DONATIONS

- Legacy 300 will set aside BHF sessions on all of our scheduled days in 2024.
- Title sponsorship for each event across the UK funded by your donation.
- Legacy 300 would work with BHF Corporate Partnership team to encourage their supporters to compete against each other.

<https://www.bhf.org.uk/how-you-can-help/corporate-partnerships/our-corporate-partners>

- SME's and public will be invited via Challenge listings.
- Entry fees will be a minimum 50% above cost, ensuring we increase your original donation through every entry fee purchased.
- Each event will carry your supplied branding and any other desired event activations.



### BHF CHAMPIONSHIPS CHALLENGE LISTING

- Each listing will carry your prescribed donation information.
- Each participant will be pictured with the host Athlete at their experience day, tagging charity and your prescribed social media account.
- Running totals will be produced by Legacy 300 again linked to your prescribed social media account.
- Places can also be used as a Beat the Medallist challenge listing, with minimum fundraising target 50% over the cost of donation.



**UK WIDE IMPACT :** Activating the donation will enable to meet regional demands for events around the UK. The following are planned for Spring and Autumn 2024

<b>Cycling</b>	London, Glasgow, Newport, Manchester, Derby
<b>Hockey</b>	London, Edinburgh, Swansea, Bristol, Nottingham
<b>Rowing</b>	Henley, Cardiff, Larne, Manchester.
<b>Rafting</b>	London, Glasgow, Cardiff, Nottingham



### WHY THIS WORKS AND WHY THERE IS A HEAVY DEMAND FOR FREE PLACES:

- Since 2012, participants on our days have bought entry fees worth **£248,170** and have added **£609,865** in donations, the total of **£858,035K** is a 246% return on every £1 entry fee. (24/11/2023)

### FURTHER DETAILS OF HOW THIS WOULD BE IMPLEMENTED:

- Can be discussed via 07866 316 228.
- Can also be found on the [generic corporate guide](#).

