



**Generation Success**  
EXCEEDING YOUR ASPIRATIONS

Sponsorship Information

## GENERATION SUCCESS

The foundations for Generation Success were laid in October 2011 when BPP University students began a society to tackle social mobility and food poverty with volunteering and charitable activity.

Today Generation Success provides a range of trail-blazing initiatives that help thousands of students “break barriers” to professional success, whilst delivering value to their employment, academic and local communities.

The Generation Success calendar includes the flagship Food and Clothing Drive, fundraising events, a Dinner with Professionals, the Networking, Learning & Achieving workshops and our innovative Work-based Challenge Scheme. These activities involve high-profile speakers and coaches from some of the country’s biggest and most forward-thinking organisations. They help provide new-paradigm solutions for our partners.

In 2014 and beyond, with guidance from a stellar advisory board, Generation Success will continue to help bring about social and economic change by offering pathways to success where ‘giving back’ is rewarded.

Partnering with Generation Success is an opportunity to take a leadership role in realising an inspirational future.



## CREATING SHARED VALUE

Our vision is to bring about social and economic change by guiding people to success through a model that rewards community spirit.

The mission of Generation Success is to tackle social mobility and food poverty. We seek to do this by combining charitable activities with the best affordable and accessible peer-to-peer networking and career development initiative in the region.

Creating Shared Value is the overarching theme in everything we do. Generation Success is also defined by its principles of being

- Stakeholder focused
- Ethical and caring
- Socially aware



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## OUR ADVISORY BOARD

### **THERESA DZENDROWSKYJ**

Head of Alumni Relations, BPP Professional Education Director, Sunflower Innovations

Theresa has an extensive career in academia, and is currently driving the marketing, recruitment and alumni services at the Faculty of Health, Social Care and Education at a joint partnership venture between Kingston University and St. George's, University of London. She has a Ph.D. and an MBA, with a wealth of knowledge surrounding employability initiatives, community engagement and retention, corporate/individual fundraising, marketing, business development and volunteer management.

### **JENNY GARRETT**

Reflexion Associates Ltd, BPP FCD, Cherie Blair Foundation

Jenny Garrett is a sought after executive coach, speaker, author of *Rocking Your Role*, and founder of Reflexion Associates leadership consultancy. Jenny helps professional working women exceed their aspirations and also works with corporates to maximise their staff performance through leadership development.

### **KETAN MAKWANA**

Managing Director; Enterprise Lab Ltd, Advisory Board Member; Enterprise India, Life Mentor; FutureYou, Youth Development & Business Mentor; Greatvine, Director & Head of Operations; Rockstar Youth

Ketan is a seasoned Sales and Marketing Professional with 15 year track record in Commercial and Strategic Development. A seasoned Sales and Marketing Professional, Ketan has a vision to bridge the gap between education, employability and enterprise by developing stronger enterprising mind-sets and supporting development of the next generation of SMEs that will transform global economies. He has already had many great success in making this a reality.

## OUR ADVISORY BOARD Cont.

### **DANIEL NOVAK**

Emerging Markets Rates Trader, ING

Daniel has excellent knowledge of emerging markets as well as a keen desire to continue to learn and contribute to this rapidly evolving sector. Educated at Oxford, he has had a meteoric rise in financial services and is committed to ensuring both the long-term success and integrity of the industry.

### **LAURA TRENDALL-MORRISON**

Co-Chair BT Women's Network at BT, Managing Director; Delta Professional Coaching, Business Manager; BT

Laura is passionate about developing authentic confidence in leaders, motivation in teams, and strategising for business growth. She has had a varied and fascinating career, spanning Commercial, Business Management, Consultative Selling, Strategy and Planning, Product Management, Business Improvement, and Training and Development of core programmes, inc Legal and Regulatory Compliance.

### **RUTH CARTER**

Chief Executive at UBM Conferences

Beyond inspirational, Ruth is a true dynamo of leadership. With an entrepreneurial (and downright evangelical) zeal, she motivates her colleagues with good humour and goal-driven ferocity.

### **FRASER HARPER**

CEO; E-Gistics

Fraser has quickly grown two UK-based online businesses internationally, and turned around others under his wise guidance. He credits building a culture of belief, trust, creativity and hard work as the key. Fraser is passionate about helping UK retailers export. He has a keen understanding new commerce technologies and scaling for success in the digital economy.

## OUR AUDIENCE

Our key audience is made up of people seeking to take a big step forward in their careers or in their entrepreneurial endeavours.

They are:

- Ambitious and committed
- Skilled and qualified
- Aged 18 – 44
- Prepared to give back to society
- Focused on professional environments such as law, banking, finance, marketing and entrepreneurship.

Generation Success provides the means to overcome the barriers they face, especially those stemming from social disadvantage.



## PROFESSIONAL LEADERSHIP

Partnering with Generation Success delivers substantial benefits. Working with us provides an opportunity for your business to take a leadership role in social change through the support of affordable and accessible networking, training and a peer-to-peer learning environment.

The Work-based Challenge Scheme answers employers' need for students to demonstrate occupational skills. It also gives students new ways to develop their employability skills, network and highlight their talents.



A partnership with Generation Success can

- Deliver measurable impact to your community
- Demonstrate the values of your employment brand
- Give your organisation direct influence over the quality of the local education system and its relevance to your needs
- Facilitate discussion about the latest theory and academic research in your sector
- Provide in-place leadership development opportunities for existing staff
- Open a new avenue for cost-efficient outsourcing
- Discover prospective employees and see their skills
- Enable staff to engage with good causes without any notable disruption to day-to-day activities
- Connect with other corporates who share your company's values

## OUR PARTNERS

A portfolio of socially responsible brands and companies are among our Founding Partners. They include:

- Barlow Robbins Solicitors
- B P Collins Solicitors LLP
- Rope and Oak Design
- Xconnect Trading Limited
- MBS Global
- LRJ & Co Business Services
- British Telecom (Via BT Women's Network)
- Phase One Network
- Sam Lane Photography

Charity partners have so far included:

- London & Slough Run,
- Cancer Research,
- St Mungo's
- Fara
- London Legal Support Trust
- St Martins-in-the-Field and
- The Trussell Trust

Special collaboration partners are:

- Rockstar Youth Mentoring Group
- Enterprise Lab



## THE OPPORTUNITY

Generation Success is offering a high visibility opportunity to partner with us on our range of activities that help thousands of students “break barriers” to professional success, whilst delivering value to their employment, academic and local communities.

Our initiatives present an innovative learning environment where entrepreneurs, career changers, professionals, academics, and young people can develop skills that are of true value to employers.

The effectiveness of our programmes is assured through the quality of our partners. For instance, Enterprise Lab, a specialist technical training provider will be assisting in the delivery of our Work-based Challenge Scheme. BPP University representatives continue to offer comprehensive support. Generation Success has also been assisted by a number of highly skilled business people:

- Neil Blundell - Head of Fraud, **Eversheds International**
- Dan Novak - Vice President of Emerging Markets and Derivatives, **ING Direct**
- Anthony Yamson - Investment Banking TMT, **Deutsche Bank AG**
- Chris Stoakes - Director of Legal Learning Projects, **Hogan Lovells International**
- Laura Trendall - Co-Chair, **British Telecom Women's Network**
- Carl Lygo – Chief Executive Officer, BPP
- Samantha Lane – Director, **Sam Lane Photography**
- Daniel Burnand - Marketing Director, **Atlas Industries**

*I am so excited for this year's opportunities to help others.”*

*James Adeleke, President,  
Generation Success CIC*

## PARTNERSHIP OPPORUNITIES

We have opportunities for sponsorships around each of our four key initiatives:

- Dinner with Professionals
- Breaking Barriers Workshop Series (3 major events per year)
- Work-Based Challenge Scheme
- Networking, Learning & Achieving series

There is something to suit whatever level of resource and investment your firm is able to commit. In each case, the benefits and rewards for your firm are aligned with the breadth and depth of your support.

- Presenting Partner: Naming rights for the event
- Supporting Partner: Secondary partnership level at our larger events
- Series Partner: Consistent and longevity of benefits within each of our series
- Partner: Support of our programmes by sharing your goods, services or small cash investment

## **BENEFITS – PRESENTING PARTNER**

- Presenting Partner Logo Branding in all marketing and communications related to an initiative
- Visibility on event social media such as Facebook, Twitter etc if desired
- Visibility on event /challenge webpages and/or documentation
- Opportunity for your organisation’s staff to take part in the challenge or event
- Opportunity for company head to make an official welcome
- Participation on the judging panel or event committee
- Opportunity to make the Award to the Challenge Winner (where applicable)
- Opportunity to develop special activation/engagement drives during the event, by mutual agreement with Generation Success
- Imagery/pictures recording your organisation’s support
- VIP Invitations to special Generation Success events with our other partners
- Acknowledgment in Generation Success reports
- Links and profile on Generation Success website

## **BENEFITS – SERIES PARTNER**

Series Partners have the opportunity to be associated with a whole series of Generation Success events and activities on an ongoing basis. This level enables partners to build a long-term relationship with our community through extended periods of branding.

- Series Partner acknowledgement in all relevant marketing and communications
- Acknowledgment in all media releases for the series
- Visibility on event social media such as Facebook, Twitter etc if desired
- Links and company profile on the series webpages and/or documentation
- Acknowledgment in event invitations
- Opportunity for your organisation's staff to take part with complimentary tickets/entry
- Opportunity to take part in the judging panel or event committee
- Display of banners, signage and/or promotional material on the night
- Opportunity to develop special activation/engagement drives during the challenge, by mutual agreement with Generation Success
- A case study detailing your support of the scheme and its impact
- Imagery/pictures recording your organisation's support of the scheme
- VIP Invitations to special Generation Success events with our other partners
- Acknowledgment in Generation Success reports
- Links and profile on Generation Success website

## **BENEFITS – SUPPORTING PARTNER**

There is an opportunity around or larger events to show your support of Generation Success as a supporting partner. You would enjoy:

- Supporter Partner acknowledgement in all marketing and communications related to the event
- Visibility on event social media such as Facebook, Twitter etc
- Visibility on event webpages
- Acknowledgment in event media releases
- Acknowledgment in event invitations
- Complimentary tickets
- Opportunity to display banners, signage and/or promotional material on the night
- Opportunity to develop special activation/engagement drives at the event, by mutual agreement with Generation Success
- Imagery/pictures recording your organisation's support of the event
- VIP Invitations to special Generation Success events with our other partners
- Acknowledgment in Generation Success reports
- Links and profile on Generation Success website

## **BENEFITS – PARTNER**

There is an opportunity around or larger events to show your support of Generation Success as a supporting partner. You would enjoy:

- Complimentary tickets
- Opportunity to display banners, signage and/or promotional material on the night
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## INVESTMENT – COMPARISON OF PARTNERSHIP LEVELS

Dinner with Professionals		Breaking Barriers		Work-based Challenge		Networking, Learning & Achieving	
Presenting Partner	£10,000	Presenting Partner	£8,000	Presenting Partner	£1,000	Presenting Partner	£5,000
Supporting Partner	£5,000	Series Partner	£9,000	Series Partner	£6,000	Series Partner	£8,000
Partner	£1,000	Partner	£1,000	Partner	£500		

As a Partner your brand will join Generation Success’s portfolio of leading edge companies dedicated to excellence in social responsibility.

Payable:

- 50% upon agreement of sponsorship
- 25% Day prior to event
- 25% within one month of event

## BENEFITS COMPARISON

Benefit Comparison Table	DINNER WITH PROFESSIONALS			BREAKING BARRIERS			WORKBASED CHALLENGE			NETWORKING LEARNING & ACHIEVING	
	Presenting Partner	Supporting Partner	Partner	Presenting Partner	Series Partner	Partner	Presenting Partner	Series Partner	Partner	Presenting Partner	Series Partner
	£10,000	£5,000	£1,000	£8,000	£9,000	£1,000	£1,000	£6,000	£500	£5,000	£8,000
Prominent Logo Branding on all related marketing communications before, during and after the event	☐			☐			☐			☐	
Logo on guest name badges	☐			☐						☐	
Logo on lectern and displays	☐			☐						☐	
Speaking Opportunity at event	☐			☐			☐	☐		☐	
Case study detailing support/impact after the event	☐			☐				☐			
Participation in event committee or judging panel	☐			☐			☐	☐			
Opportunity to run special engagement activity/promotion at the event	☐	☐		☐	☐		☐	☐		☐	☐
Acknowledgment in event invitations	☐	☐									
Consistent acknowledgment in all related marketing communications before, during and after the event	☐	☐		☐	☐		☐	☐		☐	☐
Acknowledgment in related media releases	☐	☐	☐	☐	☐			☐		☐	☐

## BENEFITS COMPARISON CONTINUED

Benefit Comparison Table	DINNER WITH PROFESSIONALS			BREAKING BARRIERS			WORKBASED CHALLENGE			NETWORKING LEARNING & ACHIEVING	
	Presenting Partner £10,000	Supporting Partner £5,000	Partner £1,000	Presenting Partner £8,000	Series Partner £9,000	Partner £1,000	Presenting Partner £1,000	Series Partner £6,000	Partner £500	Presenting Partner £5,000	Series Partner £8,000
Visibility on Social Media if desired	0	0	0	0		0	0	0	0	0	0
Visibility on relevant webpages/website	0	0		0	0		0	0		0	0
Acknowledgment in large marketing and communications pieces, especially on the day	0	0	0	0	0	0	0	0	0	0	0
Complimentary Entry	10	6	4	6	6 x 3	4	0	0	0	6	6 ea
Imager/pictures detailing your support	0	0	0	0	0	0	0	0		0	0
Opportunity for branding/signage at the event	0	0	0	0	0	0		0		0	0
VIP Invitations to Generation Success events with our other partners	0	0	0	0	0	0	0	0	0	0	0
Acknowledgments in Generation Success reports	0	0	0	0	0	0	0	0	0	0	0
Links and profile on Generation Success main website	0	0	0	0	0	0	0	0	0	0	0
Opportunity to hand out award				0			0			0	
Opportunity to lead a workshop at event				0							

## CONTACT DETAILS

JAMES ADELEKE  
PRESIDENT  
Generation Success

*“The initiative will give our staff the opportunity to donate without difficulty to worthwhile charities”*  
**Matthew Brandis, B P Collins**