**Insert logos**

**Our proposal …**

Emotional quote about the power of the cause

**The problem**

* Problem
* Problem
* Problem

**Partnership vision**

By working together, Bounce Back and the Sleep Charity will ensure adults in the UK are able to wake up better – today, tomorrow, and every day moving forwards.

**Partnership objectives**

These objectives should describe the deliverables of the different aspects of your partnership. For example, you could have an objective for each of the following:

* Social impact.
* Employee engagement.
* Customer/consumer engagement.
* Publicity and awareness.

(75 words max)

**Proposed activity**

This is the real substance of your proposal. You probably want to divide this into subheadings which describe the different aspects of your partnership. Ideally these should align to the objectives above. We recommend you cover the following points in each sub-section:

* Explain what it is.
* Why it is important.
* How you will make it happen.

Be careful not to go into too much detail, or you risk losing your reader’s interest. The amount of information you include depends on the overall value of your partnership. (Suggested word count is 500 to 750 words)

**Contribution from your charity**

Four or five bullet points describing what you will bring to the partnership. This could include items such as:

* Promoting your partnership via social media channels.
* Key account manager to maximise partnership opportunities.
* Providing the companies employees with inspiring and engaging volunteering opportunities.
* Annual impact report showing the difference we have made together.
* Emotionally engaging stories that the company can share with its employees and customers.

**Contribution from the company**

Four or five bullet points describing what the company will bring to the partnership. Make sure this includes value beyond just money. For example, this could include:

* Promoting your partnership via social media channels.
* Company employees volunteering for your charity.
* Employee fundraising activity.
* Providing introductions to the company’s customers.
* The financial contribution you want from the company and how they will raise it (e.g. employee fundraising, cause-related marketing, sponsorship and/or donations).

**Benefits for the company**

Four or five powerful benefits the partnership will deliver for the company. You need to make sure these feel unique and deliver on their objectives for the partnership.

**Benefits for your charity**

Four or five benefits the partnership will deliver for your charity. It’s vital that you show them how important this partnership is to your beneficiaries and your charity

**Testimonial**

We recommend you finish your proposal with a powerful recommendation from a current or previous corporate partner.