

Buy a brick in our **'Wonder-Wall'**
and help build a safer future for
Dorset children



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Businesses and other organisations play a vital part in protecting and nurturing the communities in which they operate and the award-winning LV Streetwise has huge potential for this.

LV Streetwise is an interactive safety education centre. It is a multi-agency partnership initiative between the emergency services, local authorities and the business community. A life size village built inside a warehouse to raise awareness of everyday safety and good citizenship issues. Safety at home, in the town, in the countryside and even on the beach is covered on a visit lasting up to two hours.

Interactive safety education is an effective way of providing children with relevant skills, because it operates in a controlled environment where you can see, smell, feel or hear the hazards as they would be found in real life but without being at risk. Interactive learning also offers the opportunity to experience the dangers posed by certain everyday situations, or criminally minded people and be educated on risk reduction in a controlled environment.

Hopefully you have noticed that we also have a newly updated logo and brand. This is due to an increased involvement in LV Streetwise from LV=, formerly Liverpool Victoria. We are delighted that after 10 years of involvement in the centre, LV= has increased their support to become our lead commercial sponsor.

LV Streetwise is fun, educational and unmissable - but perhaps more importantly -
LV Streetwise Saves Lives.



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The Issue

LV Streetwise can only exist and continue to develop when everyone in the community comes together – statutory agencies and businesses working in partnership to help secure the long-term future of the Safety Centre. The Centre needs to raise over £250,000 every year to keep it running – excluding any new projects and initiatives.

The Opportunity

We are offering a unique opportunity for businesses to buy a 'brick' in our 'Wonder-Wall', a specially created wall in our central park scenario. Each brick is an A5 foamex board designed to contain the company's logo, website address and phone number as per the LV Streetwise example. An A5 brick costs just **£20 + VAT per month by standing order*** and provides a year-long advert for your business in a prominent location that will be seen by up to 13,000 visitors. Larger bricks up to A3 can be purchased with prices available on request.

*For a minimum commitment of 12 months.



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The benefits for your business or organisation are:

- The brick can provide your business with a vehicle for increased media coverage, increasing your company's awareness and profile. In some cases, it can also give you an opportunity to access markets that may otherwise be difficult for you to reach.
- You can take pride in being associated with an award winning community safety initiative. Your business' name will appear on a dedicated supporters page on our website (with links to and from your company website if requested).
- You will receive invitations to selected events held at LV Streetwise that offer opportunities to network and raise your business' profile in the community.
- Your company benefits from tax relief for sponsorship and donations to LV Streetwise.
- Investment in LV Streetwise gives your business an opportunity to address both business objectives and social/community issues through being seen to be socially responsible and investing in the community.
- Knowledge of this support can engage your customers and offer them an easy way to support a charity in the course of their busy lives.
- A close working relationship between the centre and your business can ensure mutually beneficial promotional opportunities.
- You can bring along important and influential people to the Safety Centre by arrangement.



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Next Steps

Please e-mail Alison Curtis at Streetwise to confirm your participation, and request your Standing Order form.

Then e-mail a high-resolution copy of your logo, your phone number, website address and if you wish a short sentence describing your business for your brick to **hayley@ecdesignltd.co.uk** or post them to:

EC Design and Marketing,
EC House, 17 Corn Market,
Wimborne BH21 1JL
01202 857070

The artwork for your brick is kindly being coordinated free of charge by EC Design and Marketing (www.ecdesignltd.co.uk) and the bricks themselves are being supplied and printed free of charge by Insignia Signs (www.insigniasigns.co.uk)

For details of other sponsorship opportunities or to arrange a personal visit to the Centre, please contact Alison Curtis on 01202 591330 or email: alison@streetwise.org.uk

