

SPONSORSHIP PACKAGE

2022-2024

Arkbound Foundation

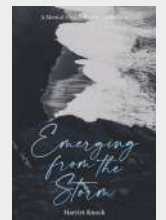
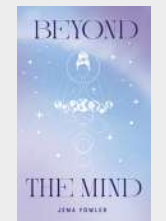
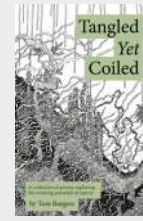
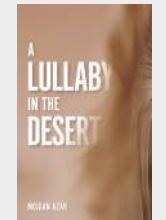
Empowering People Through Writing

At the Arkbound Foundation we see literature as a force for change and our work embodies this principle. Through our charitable, book publishing and academic branches we are helping entire communities find a voice and take part in the conversation around social issues and environmental concerns. We are changing the publishing industry from the inside out and ensuring it is inclusive, representative and accessible for everyone.

By becoming a corporate sponsor of Arkbound, your organisation could contribute to the continued delivery and growth of our operations, whilst opening the door to exciting collaboration and outreach opportunities.

So far we have:

- Developed a fully sponsored and innovative publishing programme for our authors from marginalised and underrepresented backgrounds, exploring important social and environmental themes. 100% of our profits are directed back into the charity, ensuring that each published book receives the resources and attention needed to reach widely and influence conversations.
- Published 36 titles (and counting!) dedicated to diverse voices, including:
 - *Tick Tock: It's Time to Listen* - written by a young woman living with autism, showing how the educational system needs to be improved by people experiencing this condition.
 - *A Lullaby in the Desert* - first-time novel from Iranian author Mojgan Azar, based on her first-hand experience of ethnic and gender discrimination whilst fleeing from Iraq as a refugee.
 - *No Homeless Problem* - written by an Emmaus companion, which sheds a visceral light on life on the streets, quoted by MPs and councillors in Bristol.
 - *Writing Our Space* - a compilation of pieces by people in the LGBTQ+ community, featured in Scottish media.
 - *A Journalism Handbook for Media Entrepreneurs* - comprehensive guide to help open up and diversify the media industry, with support from the Council of Europe.



- Established writing mentorship programmes, including 'Writing Within Walls' (working with prisoners and ex-offenders) and 'Bridging Literary Divides', which supports disadvantaged writers in Scotland to develop their skills. The resulting *Writing Within Walls* anthology was our first audiobook publication, seeing strong sales and securing a wider social impact.
- Set up an academic branch (www.arkbound.ac.uk) for research, reports and writing. This culminated with a landmark report on climate change, *Climate Adaptation: Accounts of Resilience, Self-Sufficiency and Systems Change*, which features 18 leading climate experts from the Global South. Both this and our other climate related title *Great Adaptations* by Morgan Phillips featured in the national media and became our two best-selling publications.
- Contributed to the diversification of the publishing industry with core team members and trustees from underrepresented backgrounds with lived experience of social disadvantage.
- Partnered with the Urban Word Collective in Bristol to run poetry workshops for creatives in the local community, resulting in the publication of two anthologies, *Lyricaly Justified I & II*.
- With financial support from National Lottery Scotland, we provided the mental health and wellbeing related mentoring programme 'Power of the Pen' for disadvantaged people and deprived communities.
- Delivered community journalism workshops in partnership with *Vocalise* magazine, with mentees going on to become regular contributors to the *Bristol Cable*.
- Undertaken two successful tree planting projects, which has seen 2100 native Oak and Birch saplings planted in the Bristol area.
- Expanded two offices in Bristol and Glasgow, involving over 70 volunteers and trustees.
- Achieved full accreditation with the United Nations Environmental Programme (UNEP) as a UK Civil Society Organisation (the only British publisher to do so), as a Disability Confident Employer, and within the Charity Excellence Framework.



State of the Publishing Industry

2020 saw the releasing of a landmark academic study into diversity and inclusivity in the publishing industry. It found that¹:

- “BAME’ (black, Asian and minority ethnic)/working-class audiences are undervalued by publishers, both economically and culturally”.
- That there is a “lack of creativity” in looking for authors from disadvantaged backgrounds, as well as in utilizing modern publicity streams.
- That the risk-averse mainstream publishing industry shies away from authors they consider to appeal to “niche” markets.
- Representation of BAME communities in the publishing industry has stagnated at 13%.

However, a change is occurring in the industry, since 2017²:

- The number of people who identify as disabled has increased fourfold from 2% to 8%
- LGBTQI+ representation has more than doubled from 5% to 11%

Our work puts us at the centre of this transformation, and we would love you to come with us!

We have several sponsorship packages available that would provide invaluable support to our projects and give the opportunity to showcase your organisation in doing so. Please see below for more details.



¹ Saha, A. and van Lente, S., 2020. *Rethinking 'Diversity' in Publishing*. [online] Spread the Word. Available at: <<https://www.spreadtheword.org.uk/projects/rethinking-diversity/>>

² UK Publishers Association, 2020. *Diversity survey of the publishing workforce 2020*. The Publishers Association Limited.



Sponsorship Packages

Evergreen Package - £5,000

SPONSOR AN AUTHOR/UPCOMING TITLE - Choose from our upcoming titles and become the main sponsor! Your company's logo will appear in the front page and leaflets will be distributed with each copy sold (if your company has material to make available). This is a unique opportunity to associate your company with important conversations around pressing social issues.

SPONSOR A ZOOKER AWARD - Arkbound's answer to the Man Booker Prize, this is a literary award that focuses on the achievement of authors from disadvantaged backgrounds. All sponsors will receive recognition and extensive coverage, as well as being able to help disadvantaged authors and reward works of social value.

ONE WEEK ECO-RETREAT IN SCOTLAND for a chosen member of your organisation, with food and accommodation provided at our expense.

15 TICKETS TO LOCAL POETRY EVENT, organised in consideration of any time constraints you may have. This is a great opportunity for your organisation to immerse itself in the world of the written word and have fun doing it!

DESIGN OF PROMOTIONAL MATERIAL - make use of our expert editorial and design teams in the creation of a pamphlet, poster or similar piece of digital or physical media.

CONSULT OUR EDITORIAL TEAM on your existing promotional material or publications for editing or proofreading. This could be an impact report, small book, annual report or similar piece of media of up to 30,000 words.

CREATIVE WRITING WORKSHOP FOR YOUR ORGANISATION which combines elements of prose, poetry and outdoor activities in order to create inspiration in participants. This would be expertly facilitated and a collection of work by the participants would be produced.

FUND THE PLANTING OF 200 NATIVE TREES with our Oakupy project. Your company would be named as sponsor at our next event and awarded a certificate in recognition of the contribution. If provided, promotional material would be made available to participants.

Invitation to TWO SPECIAL PUBLISHING WORKSHOPS, with opportunity to meet with professional editors, publicists and designers. Get 1-1 responses to any questions you may have and discover how you or your organisation can delve into the world of publishing.

A MEAL PAID AT OUR EXPENSE WITH ONE OF OUR TRUSTEES OR DIRECTORS to discuss direction and collaboration opportunities, building strong ties between our organisations.

We can organise your supply with high quality **ENVIRONMENTALLY FRIENDLY PRINTING** at a competitive price.

COMPANY LOGO AND DESCRIPTION featured on the dedicated partners page of both the Arkbound Foundation and Arkbound publisher websites (www.arkfound.org, www.arkbound.com, www.arkbound.ac.uk, www.palavro.org).

BASKET OF 10 ARKBOUND BOOK TITLES (including signed copies) and **20% DISCOUNT AT ONLINE STORE** to be shared with family and friends.

INVITATIONS TO ARKBOUND OFFICE AND VIRTUAL MEETINGS for professional editorial advice and partnership opportunities.

PUBLICITY AND MEDIA:

- **A DETAILED REPORT**, either written or video, by us on how your funding has been allocated and its impact on our projects- designed to be disseminated publicly. Any written report may also be published to our webpages, whilst a video report may be uploaded to our YouTube channel.
- **5 AD MENTIONS** across our social media pages.
- **2 BLOG POSTS** on Arkbound.com or Arkbound.ac.uk, written in close conversation with your company in order to accurately broadcast our collaboration and its social focus.
- **LIVE MENTIONS** at all events affiliated to our programme streams.
- **DISTRIBUTION OF PUBLICITY MATERIAL** at all live and virtual events (provided by sponsoring company).



Greenwood Package - £2,500

PARTNER WITH US ON A PROJECT - Have your company partner with us in a local community event in one of our home cities – Bristol and Glasgow. Your brand will feature prominently in the advertising and operation of a project and promotional literature will be handed out (provided by sponsoring company). This is a great opportunity to make a tangible impact within a disadvantaged community.

SPONSOR A ZOOKER AWARD - Arkbound's answer to the Man Booker Prize, this is a literary award that focuses on the achievement of authors from disadvantaged backgrounds. All sponsors will receive recognition and extensive coverage, as well as being able to help disadvantaged authors and reward works of social value.

DESIGN OF PROMOTIONAL MATERIAL - make use of our expert editorial and design teams in the creation of a pamphlet, poster or similar piece of digital or physical media.

10 TICKETS TO LOCAL POETRY EVENT, organised in consideration of any time constraints you may have. This is a great opportunity for your organisation to immerse itself in the world of the written word and have fun doing it!

CREATIVE WRITING WORKSHOP FOR YOUR ORGANISATION which combines elements of prose, poetry and outdoor activities in order to create inspiration in participants. This would be expertly facilitated and a collection of work by the participants would be produced.

CONSULT OUR EDITORIAL TEAM on your existing promotional material or publications for editing or proofreading. This could be an impact report, pamphlet, website or similar piece of media of up to 15,000 words.

FUND THE PLANTING OF 100 NATIVE TREES with our Oakupy project. Your company would be named as sponsor at our next event and awarded a certificate in recognition of the contribution. If provided, promotional material would be made available to participants.

Invitation to a **SPECIAL PUBLISHING WORKSHOP**, with an opportunity to meet with professional editors, publicists and designers. Get 1-1 responses to any questions you may have and discover how you or your organisation can delve into the world of publishing.

We can organise your supply with high quality **ENVIRONMENTALLY FRIENDLY PRINTING** at a competitive price.

COMPANY LOGO AND DESCRIPTION featured on the dedicated partners page of both the Arkbound Foundation and Arkbound publisher websites (www.arkfound.org, www.arkbound.com, www.arkbound.ac.uk, www.palavro.org).

BASKET OF 8 SELECTED ARKBOUND BOOKS (including signed copies) **AND 10% DISCOUNT AT ONLINE STORE** to be shared with family and friends.

INVITATIONS TO ARKBOUND OFFICE AND VIRTUAL MEETINGS for professional editorial advice and partnership opportunities.

PUBLICITY AND MEDIA

- **A DETAILED REPORT**, either written or video, by us on how your funding has been allocated and its impact on our projects- designed to be disseminated publicly. Any written report may also be published to our webpages, whilst a video report may be uploaded to our YouTube channel.
- **3 AD MENTIONS** across our social media pages.
- **A BLOG POST** on Arkbound.com or Arkbound.ac.uk, written in close conversation with your company in order to accurately broadcast our collaboration and its social focus.
- **LIVE MENTIONS** at all events affiliated to our programme streams.
- **DISTRIBUTION OF PUBLICITY MATERIAL** at all live and virtual events (provided by sponsoring company).



Conifer Package - £1,000

DESIGN OF PROMOTIONAL MATERIAL - make use of our expert editorial and design teams in the creation of a pamphlet, poster or similar piece of digital or physical media.

CONSULT OUR EDITORIAL TEAM on your existing promotional material or publications for editing or proofreading. This could be an impact report, pamphlet, website or similar piece of media of up to 10,000 words.

5 TICKETS TO LOCAL POETRY EVENT, organised in consideration of any time constraints you may have. This is a great opportunity for your organisation to immerse itself in the world of the written word and have fun doing it!

FUND THE PLANTING OF 40 NATIVE TREES with our Oakupy project. Your company would be named as sponsor at our next event and awarded a certificate in recognition of the contribution. If provided, promotional material would be made available to participants.

We can organise your supply with high quality **ENVIRONMENTALLY FRIENDLY PRINTING** at a competitive price.

COMPANY LOGO AND DESCRIPTION featured on the dedicated partners page of both the Arkbound Foundation and Arkbound publisher websites (www.arkfound.org, www.arkbound.com, www.arkbound.ac.uk, www.palavro.org).

BASKET OF 5 SELECTED ARKBOUND BOOKS (including signed copies) **AND 10% DISCOUNT AT ONLINE STORE** to be shared with family and friends.

INVITATIONS TO ARKBOUND OFFICE AND VIRTUAL MEETINGS for professional editorial advice and partnership opportunities.

PUBLICITY AND MEDIA

- **A DETAILED REPORT**, either written or video, on how your funding has been allocated and its impact on our projects- designed to be disseminated publicly. Any written report may also be published to our webpages, whilst a video report may be uploaded to our YouTube channel.
- **2 AD MENTIONS** across our social media platforms.
- **LIVE MENTIONS** at all events affiliated with our programme streams.
- **DISTRIBUTION OF PUBLICITY MATERIAL** at all live and virtual events (provided by sponsoring company).

Sapling Package - £500

CONSULT OUR EDITORIAL TEAM on your existing promotional material or publications for editing or proofreading. This could be an impact report, pamphlet, website or similar piece of media up to 5000 words.

FUND THE PLANTING OF 20 NATIVE TREES with our Oakupy project. Your company would be named as sponsor at our next event and awarded a certificate in recognition of the contribution. If provided, promotional material would be made available to participants.

3 TICKETS TO LOCAL POETRY EVENT, organised in consideration of any time constraints you may have. This is a great opportunity for your organisation to immerse itself in the world of the written word and have fun doing it!

We can organise your supply with high quality **ENVIRONMENTALLY FRIENDLY PRINTING SUPPLIES** at competitive prices.

COMPANY LOGO AND DESCRIPTION on the dedicated partners page of one of our websites, as chosen by sponsor (www.arkfound.org, www.arkbound.com, www.arkbound.ac.uk, www.palavro.org).

INVITATIONS TO ARKBOUND OFFICE AND VIRTUAL MEETINGS for professional editorial advice and partnership opportunities.

BASKET OF 5 SELECTED ARKBOUND TITLES.

PUBLICITY AND MEDIA:

- **A DETAILED REPORT**, either written or video, on how your funding has been allocated and its impact on our projects- designed to be disseminated publicly by your organisation. Any written report may also be published to our webpages, whilst a video report may be uploaded to our YouTube channel.
- **AD MENTION** on our social media platforms.
- **LIVE MENTIONS** at all events affiliated with our programme streams
- **DISTRIBUTION OF PUBLICITY MATERIAL** at all live events (provided by sponsoring company).

WILL YOU HELP WRITE THE NEXT PAGE WITH US?

OUR WORK, OUR VISION...
COULD BE YOURS TOO

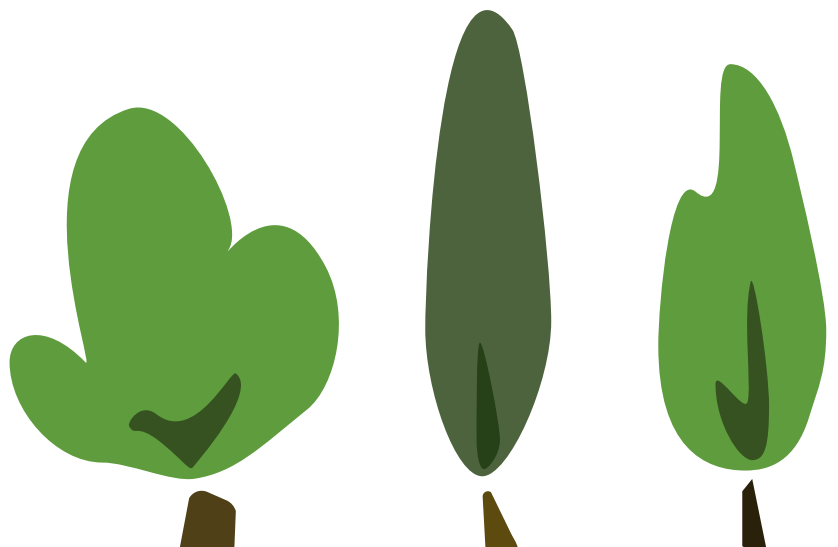
If you are interested in joining our sponsorship family, download our sponsorship pledge form and send a signed copy to info@arkbound.org. We are enthusiastic to elaborate or discuss any aspect of this process.

Bristol Office

Arkbound Foundation
Redbrick House
York Court, 6 Wilder St
Bristol BS2 8QH
0117 4637197

Glasgow Office

Arkbound Foundation
Rogart Street Campus
4 Rogart Street
Glasgow G40 2AA
0141 5724602



The logo for Arkbound features the word "Arkbound" in a sans-serif font. The "Ark" is in dark blue and "bound" is in green. A thin green arc is positioned above the "b".

Arkbound

Building futures, Bridging divides