



CHARTERS
— SCHOOL —

Sponsorship Opportunities 2024-2025





School History

Charters School fosters positive relationships across the whole community and we are committed to ensuring that our students have outstanding learning opportunities across a broad curriculum.

We opened our doors on 23 April 1958 with just under 400 students, and now educate over 1700 students across seven year groups. We are consistently oversubscribed and have an excellent reputation for both our academic achievement and pastoral care.

The origins of our school crest stems from the day on which we opened; 23 April is also St. George's Day and the red cross pays homage to this.



Shakespeare's birthday is April 23, and he is represented with a dagger, a key feature in many of his plays. The stag represents the county of Berkshire, which was made a Royal Borough in the same year that Charters School opened.



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School Values

Our core values underpin all areas of our school and we look for similar values in the organisations that we associate with.

UNITY

Commit, Connect, Communicate. We support each other to become the best we can.

Students engage with their peers and their teachers.

Students prioritise communication in order to reduce the likelihood of misunderstandings.

Students show a sense of team spirit in all they do, both in and out of the classroom.

Students support each other in their learning.

Students commit to tasks in school, both for their own personal benefit and for the common good.

Students develop a commitment to extra-curricular activities as well as those which take place during the school day.

RESPECT

Yourself, Your School, Your Community. We show respect to others and the environment. We listen, cooperate and learn.

Students are kind and polite to each other.

Students respect and encourage people's drive for success in their learning opportunities.

Students consider the way in which they question decisions that affect them, and think about the right time to do this.

Students adhere to common gestures of courtesy around the school site.

Students respect the opinions and beliefs of others without judgement.

EXCELLENCE

Make. It. Matter. We work to the best of our ability at all times. Don't miss out – every second counts.

Students make the most of the opportunities offered to them within their school life by arriving at lessons ready and equipped to learn.

Students take advantage of all the opportunities which school offers them. Students display an attitude to learning within the classroom that promotes outstanding progress for themselves and their peers.

Students use their leadership skills to share opportunities and develop their lifelong learning skills.

Students look for opportunities to further their own learning independently at any given time.

School Productions

Our productions work on a two year cycle:

Year 1 - Senior Play in Autumn Term
Junior Musical in Summer Term

Year 2 - Whole School Musical in Spring Term

Productions run over four nights and attract our wider community.

Adverts

Full colour A5 advert - £75

½ page colour advert - £50

¼ page colour advert - £25

Overall Sponsor per Performance £250

Full colour advert on back page of programme, banners in Main Reception,
'Thank You' from senior staff at end of performance.

Christmas Draw

Our Christmas Draw prizes are sponsored by local companies or parents.
Logos are added to our Headteacher's Weekly Newsletter and we post our thanks
across our social media channels.

Sponsors are also encouraged to send in a Christmas card which is given to the winner
with their prize to raise the sponsor's profile further.

In the past these items have been sponsored:

First Prize – iPad Mini (£479)

Second Prize – Balloon Experience for 2 (£328)

Third Prize - Indoor Skydiving Group – (£175)

Fourth Prize – Afternoon Tea for Two at Pennyhill Park – (£80)

A Level Presentation Evening – £500

This event takes place each December when we present the A Level certificates to the students who sat their examinations during the summer and is our most prestigious event.

Sponsorship Package Includes:

- Opportunity to mix with our parents and students during the drinks reception prior to the awards ceremony
- Full colour A5 advert in the souvenir programme
- Thanks across our social media platforms, sponsorship details included in the weekly update and inclusion in our Sponsorship Directory on our website
- Opportunity to present a short speech to the audience, allowing you to connect with our school community

Sports Presentation Evening – £500

This event takes place each December when we recognise the commitment of students throughout the school who take part in sports.

This is a wonderful event and is attended by students and their families from every year group. The event is split into two parts with KS3 recognised during the first half and KS4 during the second. By doing this we can accommodate double the number, and there is a completely new audience at each event.

Sponsorship Package Includes:

- Two full colour adverts in the souvenir programme – one for each part of the evening
- Exposure across our social media channels, sponsorship details included in the weekly update and a link from our website to the sponsors' page.
- Opportunity for a representative from the organisation to speak to the audience at the start of each event, thus giving a platform for your organisation.
- We can also accommodate leaflets on chairs etc. for our guests to take away.

Attendance Awards – £150 for one term

Since the pandemic, attendance at UK schools has seen a downturn, and although our attendance is considerably higher than the national average we are focused on ensuring that every student attends school on a regular basis.

Three times a year our Heads of Year select a student from their year group who has improved their attendance and they are presented with a £20 cinema voucher during the end of term assembly. We ensure that our sponsors are thanked across our social media channels, included in the weekly update which is emailed to our 1700 families, and spoken about in our assemblies. We also name the award after the sponsor; e.g. The Berkeley Homes Attendance Award.



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Gala Dinner

Before the pandemic this was an annual event. There are no plans for this event in 2024-25 however it may be an option to plan an event the following year.

The Gala Dinner is used to be the school's main fundraising event of the year and was seen very much as the Jewel in the Crown of our Fundraising.

There are 3 levels of Sponsorship:

Gala Dinner Main Sponsor – £500

Sponsorship Package Includes:

- Full colour A5 Advert on the back outside cover of the souvenir programme plus an additional colour advert within the programme
- Logo and name on tickets
- Logo and name on seating plan
- Full Colour posters featured at event
- Reference to the business during the compere's welcome speech
- Promotion of sponsorship across the school's social media channels
- Literature added to guests' 'goody bag'
- Inclusion of sponsorship in press release

Gala Dinner Entertainment Sponsor – £350

Sponsorship Package Includes:

- Full A5 colour advert within the programme
- Logo and name on tickets
- Logo and name on seating plan
- Full Colour posters featured at event
- Promotion of sponsorship across the school's social media channels
- Literature added to guests' 'goody bag'
- Inclusion of sponsorship in press release

Table Sponsors – £100 x 10

Sponsorship Package Includes:

- ¼ page full colour advert in souvenir programme
- Full colour A5 double sided advert in centre of table
- Promotion of sponsorship across the school's social media channels
- Literature added to guests' 'goody bag'



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Sponsorship of Teams/Departments

There are many opportunities to sponsor teams or faculties at Charters School and we recognise that local businesses may have an affinity with a particular area of our curriculum.

In the past the following has been sponsored:

- Sewing Machines
- Rugby Posts
- 3D Printer
- Printing of Programmes for Events
- Football/Rugby Kits
- Art Workshops
- New AV System in Lecture Theatre
- Carpet Cleaning
- Books in Library
- AV1 Robots for SEND
- Plants for Maine Centre Garden
- Transport to Reach Cross Country Finals in Paris
- Hire of Sound Desk for School Production

Be Part of School Life

We also welcome guest speakers from industry to share their experiences with our Sixth Form students and there are opportunities to provide Work Experience and Mock Interview practice for our students to raise your company's profile within our school.

It is important to us that our sponsors receive good value-for-money and we are keen to work with the wider community to ensure that any sponsorship is valuable to our local business community.

Call our Marketing Team on 01344 298704 to discuss your individual requirements.



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