



# BWS BUSINESS PARTNERSHIP SCHEME

BISHOP WORDSWORTH'S GRAMMAR SCHOOL  
[WWW.BISHOPWORDSWORTHS.ORG.UK](http://WWW.BISHOPWORDSWORTHS.ORG.UK)



# TOGETHER, WE MEAN BUSINESS

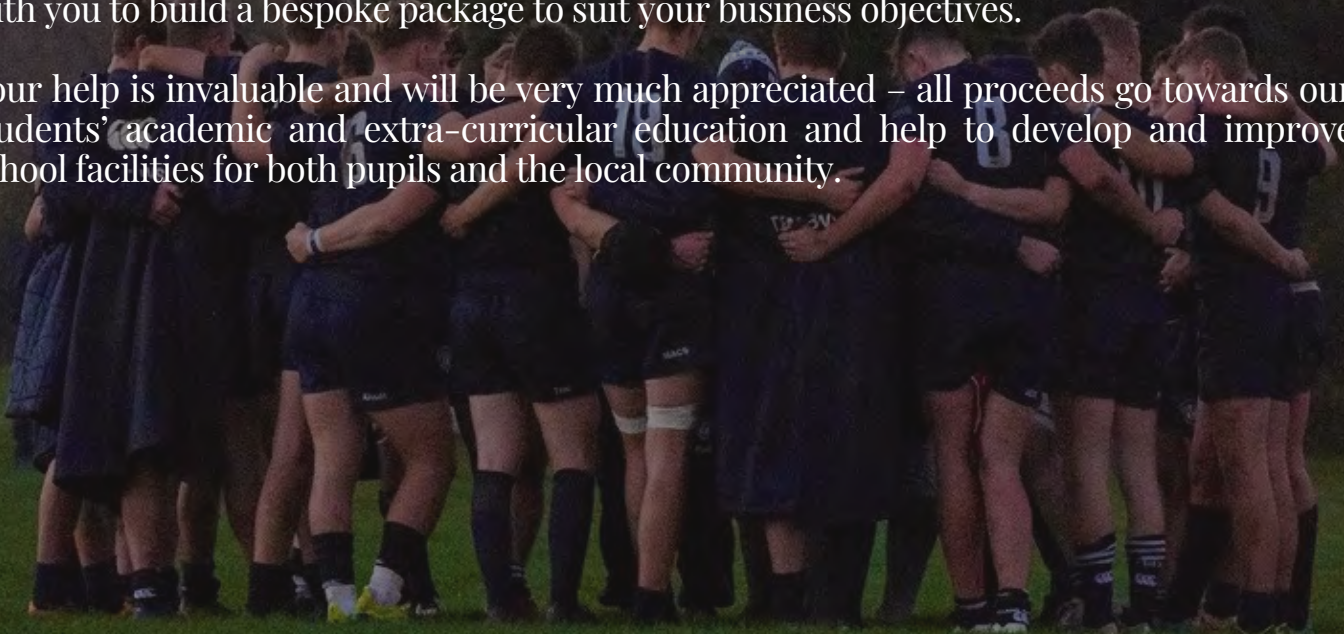
Bishop Wordsworth's Grammar School is an outstanding state secondary school in the heart of Salisbury, with 1050 boys (11-18 years) and 150 girls (16-18 years). We provide a regional centre of excellence - for academic endeavour, for sport, music, arts and adventurous activities.

However the level of funding that we receive from the government falls well short of what we need to deliver a World Class Education for our boys and girls - and the quality of our facilities and opportunities for the students suffers as a consequence. Bishop's seeks to rise to these challenges by being proactive in generating new revenue streams. The BWS Business Partnership Scheme is a way for the school to build closer links with the business community, provide mutual benefits for both parties, raise much needed funds, and enrich the lives of our students.

In return for an annual fee, the BWS Business Partnership scheme offers your business the opportunity to network with other Partner members and to promote your services to our school's vast network of parents, alumni, pupils and the wider Wordsworthian community. The scheme provides opportunities for your business including marketing, advertising and networking, access to bright young talent, and the chance to boost your CSR credentials.

There is a range of partnership levels available, starting at just £1,200 or we can work with you to build a bespoke package to suit your business objectives.

Your help is invaluable and will be very much appreciated - all proceeds go towards our students' academic and extra-curricular education and help to develop and improve school facilities for both pupils and the local community.



# PARTNER BENEFITS



## BRAND EXPOSURE TO A NETWORK OF THOUSANDS

We develop relationships with Business Partners that not only provide mutual benefits for both parties, but also enrich the lives of our students.

Being a partner of Bishop's delivers visibility, value for money, and connects your business directly to real potential customers by increasing your brand awareness within our huge network of contacts. As a partner, you would be able to reach our extensive network of 2000+ parents across Wiltshire, Hampshire, Dorset, and the Southwest. Our 12,000+ alumni span the globe, many of whom are also successful business leaders and senior decision makers, seeking to extend their business networks further. Finally, our digital reach is impressive – our Bishop Wordsworth's School website and BWS Network community portal are constantly updated, and we have multiple social media channels including Instagram, Facebook, Twitter/X, TikTok, and LinkedIn with 1000's of followers.

## TAP INTO A NETWORK OF THE BRIGHTEST YOUNG TALENT

For talent-seekers, partnership means being able to tap into a network of the brightest young thinkers. This year over 75% of the A level grades were at A\*-B; at 190 this was our biggest year group yet. Our students secured 20 places to study at Oxford and Cambridge. Some 52 of our boys and girls gained all their results at A\*/A grade, and an extraordinary 13 at the top of the year group passed every A level paper that they took at A\*.

We pride ourselves on preparing students for the adult world, collaborating with a wide range of businesses to provide work experience opportunities, internships, and careers advice. By partnering with our School, your business can raise its profile and brand awareness among our high-achieving pupils, gain an insight into the needs of young workers, and engage with our students to talent-spot and offer internships and graduate schemes.

## BOOST YOUR CSR CREDENTIALS

Partner with Bishop Wordsworth's School to demonstrate a grassroots commitment to the development of the leaders of tomorrow. Your investment will help to create opportunities for young people by building long-term partnerships between education and the workplace, and opening students' eyes to the possibilities ahead.

# BRAND EXPOSURE



**We can offer your brand exposure to a widespread audience of thousands:**

- Over 2,000 current parents and guardians across Wiltshire, Dorset and Hampshire
- Over 12,000 alumni across the South West and UK
- 100's of families from visiting independent and state schools (including Canford, Dauntseys, Godolphin, Marlborough College, Millfield, Sherborne and South Wilts Grammar School) who attend sports fixtures and other events at Bishop's every year
- 100's of members of local sports clubs who hire and use our facilities on a regular basis

Our digital reach is impressive – our BWS website and BWS Network community portal are constantly updated, we have multiple social media channels including Instagram, Twitter/X, Facebook, TikTok, and LinkedIn.

- Facebook – 680 followers
- Twitter/X – over 2,000 followers
- LinkedIn – over 1,500 followers
- Instagram – over 3,000 followers
- TikTok – over 500 followers
- BWS Network – over 12,000 members of the Wordsworthian Community (BWS alumni, parents, staff, governors past and present, and supporters of the school): [bwsnetwork.org.uk](http://bwsnetwork.org.uk)
- Wordsworth Magazine – printed magazine with readership of over 5,000, published annually in hard and digital formats (BWS parents, pupils, alumni and local residents)
- The Wordsworthian – Termly newsletter with readership of over 5,000, published in digital format (exclusively for BWS alumni)
- Development Newsletter – Termly newsletter published in digital format (exclusively for BWS parents)
- BWS Website – high levels of traffic from parents and prospective parents: [bishopwordsworths.org.uk](http://bishopwordsworths.org.uk)

# PACKAGES



## BRONZE - £1,200

- Company name and logo on Corporate Partnership page of Bishop Wordsworth's website with link to your site
- Company name and logo on Corporate Partnership page of BWS Network website with link to your site
- Company name and logo in 3 X Development Update e-newsletters (sent to 2,000+ parents), with link to your site
- Company name and logo in 3 X Wordsworthian e-newsletters (sent to 5,000+ alumni), with link to your site
- LinkedIn post with your company name and logo when you become a confirmed Partner (1,500+ followers)
- Instagram post with your company name and logo when you become a confirmed Partner

## SILVER - £2,500

Bronze benefits plus choose 3 from ADVERTISING/SOCIAL MEDIA and 1 from EVENTS

## GOLD - £5,000

Bronze benefits plus choose 3 from ADVERTISING/SOCIAL MEDIA and 3 from SPONSORSHIP/EVENTS

## PLATINUM - £10,000

Bronze benefits plus choose any 12 from ADVERTISING/SOCIAL MEDIA/SPONSORSHIP/EVENTS

### ADVERTISING

- Half page advertisement in Wordsworth Magazine – printed magazine with readership of over 5,000, published annually in hard and digital formats (BWS parents, students, alumni and local residents)
- 3 x half page advertisements in Wordsworthian e-newsletter (sent to 12,000+ alumni)
- 3 x half page advertisements in Development e-newsletter (sent to 2,000+ parents)
- Half-page advertisement in the Prize Giving brochure (500+ parents, pupils, alumni and VIPs)
- Half-page advertisement in Concert Programme

### SOCIAL MEDIA

#### SPORTS

- Sponsor name, logo and link to your website included in the Director of Sport's End of Term report (2,000+ parents)
- 3 x Social Media posts across BWS Sports Instagram, Twitter/X and TikTok throughout the year – 2,000+ followers

#### MUSIC

- Sponsor name, logo and link to your website included in the Director of Music's End of Term report (2,000+ parents)
- 3 x Social Media posts across BWS Music Instagram throughout the year – over 500 followers

### SPONSORSHIP

- Sports Team Kit sponsorship – choose one from rugby (men's or women's), cricket, netball or football
- Banner in Sports Hall (brand exposure to 2,500+ pupils, parents, and visitors)

### EVENTS

#### SPORTS

- Company pop up stand or banners (to be provided by Partner) at Home Rugby Fixtures. Opportunity for your representatives to network face-to-face with 100+ BWS parents, pupils, alumni and opposition parents
- Company pop up stand or banners (to be provided by Partner) at Big Bish Bash Cricket Festival. Opportunity for your representatives to network face-to-face with 100+ BWS parents, pupils, and alumni

#### MUSIC

6 X tickets for one of the following concerts:

- Founders' Day event in Salisbury Cathedral (26 April 2024)
- Easter Concert at St. Martin's Church (27 March 2024)
- Mozart C minor Mass at the Wilton Italianate Church (4 May 2024)
- Creative Arts Evening at Bishop Wordsworth's showcasing musical, artistic and dramatic talent (June 2024)
- Summer Concert at Bishop Wordsworth's on the No. 11 Lawn (10 July 2024)
- Christmas Drinks and Carol Concert in Salisbury Cathedral (December 2024)
- Christmas Tree Festival Concert at St Thomas's Church (December 2024)

### CAREERS

- 1 hour Careers enrichment session or workshop with sixth form pupils, hosted by your organisation (topic to be agreed with Head of Sixth Form and Head of Careers)
- Stand at the Bishop Wordsworth's Higher Education and Careers Fair – the largest in the region each year outside UCAS, open to all schools in the region (9 February 2024)

# GET IN TOUCH



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