



25 YEARS

Corporate Partnerships Partnering with Purpose

At The Shakespeare Hospice, we believe in the power of working together to positively impact the lives of those affected by life-limiting illnesses. We work alongside businesses and organisations who share our values and, like us, are passionate about supporting their local community.

A corporate partnership with The Shakespeare Hospice can bring great benefits to companies like yours and make a big difference to the patients, carers and loved ones that we support throughout South Warwickshire.



Partnership Opportunities

Our experienced team understand that organisations have different reasons for the way they engage with charities and community organisations.

At The Shakespeare Hospice we not only recognise what a positive impact your company's support will make to the hospice, but also understand the ways that working with a well-loved local charity like ours can help your organisation, from raising your external profile, to driving engagement and loyalty from your staff and customers and creating opportunities to find new ones.

When you kindly agree to sign up as a corporate partner, we look to build a trusting relationship and then to create a bespoke programme, with mutually beneficial objectives, jointly delivering value via a range of interesting, challenging, and fun activities. We believe that once you experience how partnering with The Shakespeare Hospice works, and how much your involvement positively impacts the lives of local people, you will want to make this a long-term arrangement.

Some ways to get involved

Event Sponsorship:

Align your brand with our signature events, like the iconic Dragon Boat Race, reaching a diverse audience and creating a positive association with your company.

Employee Engagement Programmes:

Encourage team building, boost employee wellbeing and skills development by participating in volunteer programmes, such as helping in one of our six shops, fundraising events like our Shakespeare's Way Challenge Walk and Dragon Boat Race, and awareness campaigns, networking and speaking on our behalf across South Warwickshire.

Corporate Fundraising:

Generate additional income to help us deliver our services via payroll giving, making tax efficient business donations, ensuring employees sign up for gift aid when donating stock for our shops and holding internal fundraising days within your organisation.

Naming Rights:

Associate your brand with specific programmes, rooms, or facilities within The Shakespeare Hospice, leaving a long-term legacy in the community.

Cause-related Marketing:

Collaborate on campaigns that promote both your products / services and our mission, showing your commitment to social responsibility, whilst generating charitable funds.

We Can Offer in Return

Your Corporate Partnership will be tailored to you, but some elements we could include are as follows:

- Networking opportunities
- Brand awareness and alignment
- Rewarding and fun experiences for you and your team
- Specific coverage in our internal and external communications
- Invitations to supporter events
- Access to our community space at the Hospice (subject to availability)
- Access to Hospice marketing materials for your own publicity

Ready to become a Corporate Partner of The Shakespeare Hospice?

Contact Tim Tarby-Donald, Partnerships Manager ttarby-donald@theshakespearehospice.org.uk
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