

BECOME A CHARITY PARTNER

BENEFIT FROM FUNDS
RAISED AT CEO SLEEPOUT

UNITE SUPPORTERS THROUGH
A MEMORABLE EVENT

CONNECT WITH YOUR LOCAL
BUSINESS COMMUNITY

RAISE UNRESTRICTED FUNDS
FOR YOUR FANTASTIC WORK



CEO Sleepout

£4.5 MILLION RAISED FROM 10000 EXECES

OVER 200 CHARITIES SUPPORTED
AND COUNTLESS LIVES CHANGED

CEO Sleepout is a registered charity that unites business leaders and big hearted individuals to fight poverty and homelessness in cities across the UK.

We raise funds to distribute to hard-working charities like yours, changing lives on the front line of hunger and homelessness.

What we do doesn't intend to replicate the rough-sleeper experience. It is a business fundraiser full of fun and camaraderie. Compassionate leaders to give up their warm bed, home comforts and precious time to sleep out for one night; raising big money, awareness and unlocking empathy for those that have been locked out of society.

CEO Sleepout events take place at venues the length of the UK, from Northumberland to Portsmouth, with Lord's Cricket Ground, Emirates Old Trafford and many more in between. 100% of funds raised are put to work fighting homelessness locally and nationally.

Be a part of this national movement by partnering with us!

ENGAGE WITH BUSINESS

GET YOUR MESSAGE TO THOSE WITH THE POWER TO MAKE CHANGE

CEO Sleepout offers a fantastic opportunity to let your local business leadership community in on the vital work you do to change lives. By partnering with us locally, you'll gain access to some of the movers and shakers in your area and build lasting relationships.

Here's what's in it for you:

Mentions in communications leading up to, during and after the event.

An announcement on social media, posting about your work

Mentions on our email series to participants in the lead-up to the event, and we will include at least one case-study to let our participants know they are fundraising for a charity that changes lives.

You'll get to tell participants about your amazing work on the big night

We will donate a minimum of 75% of all funds (inc gift aid) raised by your recruits to your charity as unrestricted funds. The remaining 25% will be distributed between CEO Sleepout UK and charity beneficiaries.

We will share data from those who have opted in, so you can continue to build vital relationships in the business community

YOUR COMMITMENT

WHAT WE ASK OF YOU

Help to promote the event to your supporters, stakeholders and audiences

Share case studies and resources with us so that we can spread the word about your vital work

Reach out to all your business contacts, inviting them to register via our website or your own channel, and fundraise via CEO Sleepout's event fundraising portal.

Be there on the night to tell our participants about the work you do

Amplify CEO Sleepout's messaging via social media; reposting, commenting, liking and sharing where possible.

Share a brief report about the impact the funds are expected to make / have made in your organisation - this can be informal as the funds are unrestricted!

Thank you. We are so grateful for your support!

LET'S DO THIS!

TO PARTNER WITH US,
PLEASE CONTACT

Bianca Robinson
bianca@ceosleepout.co.uk
07901 977 259
ceosleepout.co.uk

