



“Sometimes in life you don’t realise what you’ve achieved until somebody else says: ‘Hey, look what you’ve done!’

That’s what the nomination to Room to Reward gave me. It made me think:

‘Wow, I really have done something here that made a difference.’ “

*Mandy – Soul Midwife (Holistic End of Life Companion)
& Hidden Hero*



Room to Reward

1000+

***Hidden Heroes
Rewarded***

500+

**Hotel
Partners**

500+

**Charity
Partners**

£500k+

**Breaks
Donated**

Room to Reward is a unique volunteer recognition charity created to say 'thank you' to the Hidden Heroes – people who give up their time to help and make a difference to those in need.

Our partner hotels donate their anticipated unsold rooms, charities nominate their Hidden Heroes for a break – we make it happen!





CORPORATE SPONSORSHIP OPPORTUNITIES

Room to Reward are currently looking for donations and sponsorship deals of £1,000 - £5,000 to enable us to continue our journey and reach more Hidden Heroes. The money will be used to fund the charity's running costs, including staff wages, systems and technology, outreach and development and additional support for Hidden Heroes where necessary.

Our target for 2021 is to raise £40,000 with further pledged support over the next three years.

Why Room to Reward?

- **Reach New Audiences.** Room to Reward is a leading hospitality charity, supported by over 500 hotels and major groups, as well as industry bodies.
- **The Ripple Effect.** By supporting Room to Reward, you will also be helping the hundreds of charities and community groups across the U.K. who use our initiative to thank and recognise the selfless contribution of their volunteers.
- **Positive PR Opportunities.** Room to Reward's social media posts reach approximately 50,000 people per month (across all channels.) The charity's news is regularly covered in industry publications such as *The Caterer*, *Boutique Hotelier* and more.
- **Local Boosts.** Further bolster your support of existing charity partners or other causes close to your business with an introduction to Room to Reward.
- **Flexible, Simple Donations.** Room to Reward offers flexible donation amounts. From one-off gifts to recurring annual donations. Alternatively, consider Room to Reward for your next fundraising event. Small donations can have a big impact. With a little, we can do a lot.
- **Make a Difference.** Room to Reward gives back to society's unsung heroes and celebrates those who help build strong communities and togetherness, topics that COVID-19 has brought to the forefront of the national conscience.



CORPORATE SPONSORSHIP OPPORTUNITIES

What We Offer

- **Your company** logo and profile on the dedicated 'Sponsors' page of the Room to Reward website.
- **Visible presence** in the quarterly Room to Reward newsletter – sent to all hotel and charity partners, Ambassadors and other significant supporters.
- **Regular posts** across the Room to Reward social media channels sharing your support.
- **The Room to Reward logo** and charity profile for use on your website and other channels.
- **Regular updates** throughout the year with Hidden Hero stories, demonstrating what your support has enabled us to achieve.
- **Support** with any additional fundraising efforts.
- **Presence** at Room to Reward events (e.g. fundraising dinners.)



To find out more, contact Adam Terpening.
adam.terpening@roomtoreward.org



@roomtoreward

www.roomtoreward.org

Registered Charity: 1160675