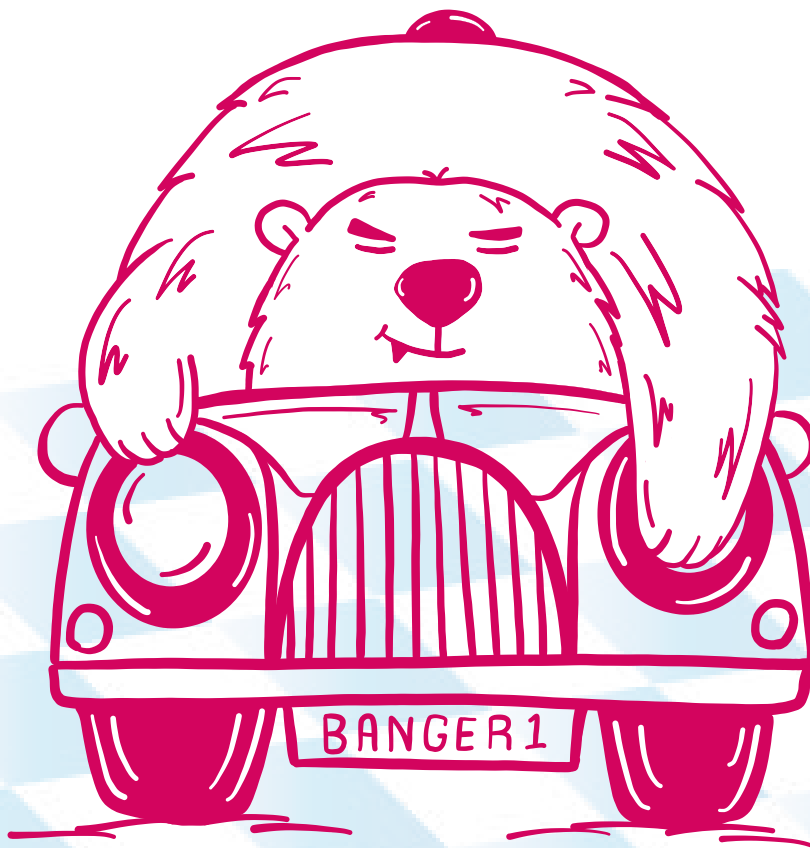


**Bangers  
and Cash**  
Sponsorship pack **2020**



**roundabout**  
YOUR LOCAL YOUTH HOUSING CHARITY

# Start your engines!



Bangers and Cash is back on the road for 2020. We are very excited to welcome 30 teams from across South Yorkshire to take on the challenge of driving from Sheffield to Munich. Each team will be going the distance (894 miles in fact) to help end youth homelessness by supporting Roundabout, your local youth homeless charity.

We would like to invite you to be a part of this incredible project that will make a huge difference to the lives of vulnerable young people in South Yorkshire who are at risk of homelessness.

Through the help of Bangers and Cash in 2018, Roundabout has significantly increased their profile and has been able to help more young people than ever before. Before Bangers and Cash, Roundabout was supporting over 180 young people aged 16-25 every day. Today the charity supports 250 young people every day and has given advice, support and housing to over 600 young people in the last 12 months.

Roundabout's Homeless Prevention Service in Sheffield supports young people by providing advice, mediation and homeless education in schools with their ground-breaking Peer Education project. Whilst the drop-in service is there for anyone who needs support and advice, not all vulnerable young people were coming to the drop-in to seek help. Sadly, in 2018 they began to see young people sleeping rough in the centre of Sheffield.

*"In my 13 years at Roundabout I had never seen this before," explains Ben Keegan, Roundabout's CEO. "People only sleep rough after using friends and family connections before they have absolutely no alternative. Seeing young people on the streets with huge issues around mental health, drug addiction and years of trauma is very difficult to take."*

Roundabout developed a new street outreach team and now have dedicated rapid rehousing workers who actively go out into the community, identify homeless young people who need intensive support and help them to access accommodation and develop their long term living skills. Through Roundabout support workers' hard work and dedication, they have so far successfully housed every young person that they found. Sheffield is now the only city in England that reports that nobody under 25 sleeps rough and that is in no small part thanks to the funds raised by all the participants in the 2018 rally! Ben continues, "We are finding more and more young people who have had terrible childhoods and have much higher support needs than ever before. It will be a real challenge to keep our streets free from homeless young people in the future... but we are up for that challenge if you are!"



Ben Keegan,  
Roundabout's CEO

# How it works



Bangers and Cash is a rally with a difference, as each car bonnet is painted by an artist with an individual, unique and striking design – and each team gets to choose the design they want for their car. An exhibition showcasing the bonnets will bring the event to the people of South Yorkshire and all bonnets will be auctioned off after the rally.

This event is a rally not a race and the teams will be taking part in challenges along the way, such as finding well known spots on the route, taking pictures of landmarks or doing fun tasks which will score points. Each team will be helping to raise funds to sustain current services and expand Roundabout's homeless prevention work to allow us to fulfil our commitment that no young person in South Yorkshire should have to experience homelessness.

Homelessness is one of the most prominent issues of our time and we hope that you will work with us to give vulnerable young people in South Yorkshire a brighter future.

Together, we can **#EndYouthHomelessness**.



## The timeline



October 2019	Official launch of Bangers and Cash 2020, teams are invited to take part
January 2020	Call to artists to submit designs
March - May	Teams purchase their cars
May	Teams choose their design
May - July	Artists paint their bonnets
September 10th	The Adventure begins
September 14th	We complete our adventure in Munich and celebrate!
October	Bonnet Exhibition goes on display
November	Bonnet Auction takes place

# Bangers *and* Cash 2020



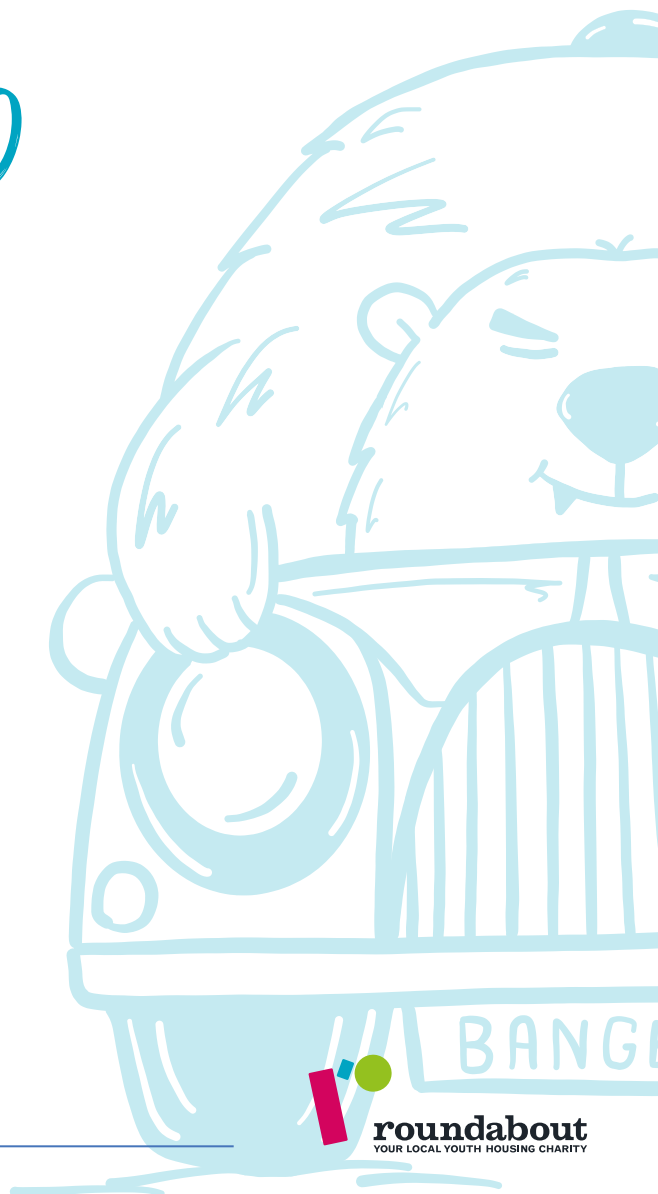
**Gold Opportunities**



**Silver Opportunities**



**Bronze Opportunities**



# Benefits



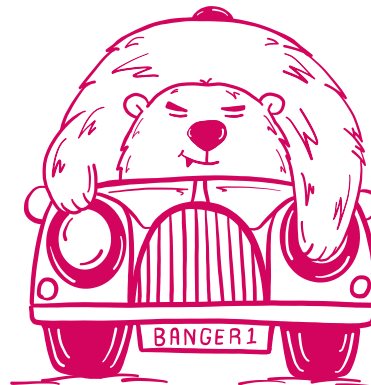
Bangers and Cash 2020 is even bigger and better than before and will be uniting Roundabout with local businesses, schools, artists, community groups and supporters in aid of supporting young homeless people in your city region.

Here are just some of the benefits of getting involved:

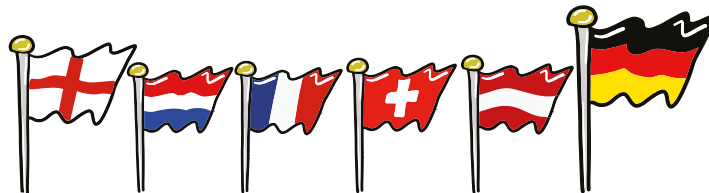
- Logo, biography and a hyperlink on the Bangers and Cash website.
- Brand Exposure
- Media Opportunities
- Engagement for your staff and customers
- Investing into the future of the next generation
- Opportunity to get involved in a unique initiative
- Framed Certificate for your business
- Invitations to Bangers and Cash Events
- Volunteering Opportunities for your CSR with Roundabout
- The potential for a Talk for your company with one of our fundraisers
- Authorisation to use the Bangers and Cash 2020 logo on your paperwork
- Opportunity to use Bangers and Cash for Social Media Engagement



There are lots of sponsorship opportunities to help support the Bangers and Cash project, **how would you like to get involved?**



# Gold Opportunities



## Headline Sponsor: £10,000

- Branding on all Bangers & Cash promotional materials
- Mentioned in all press releases; social media; Bangers and Cash website (with link to your website)
- Branding at Exhibition of bonnets throughout October Half Term
- FREE place in the Rally for a team of your choice, with associated networking opportunities
- 10 FREE places at auction event

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)



# Gold Opportunities



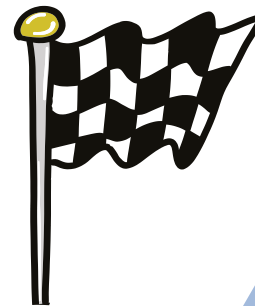
## Dinner / Auction Sponsor: £7,000

- Branding on all Bangers & Cash promotional materials for the Auction Dinner
- Mentioned in all press releases; social media; Bangers and Cash website (with link to your website)
- Free place in the Rally for a team of your choice, with associated networking opportunities
- 6 Free places at auction event
- Individual elements of this opportunity can also be funded

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)





## Pole Position Start Sponsor: £5,000

- Teams gather, cars line up, theRally launches from an agreed place linked to your business, from midday
- Fantastic visual and engagement opportunity for Press, teams, families, Roundabout's young people, and the public
- Parade lap around your business before setting off to Hull
- Reduced price entry of £500 in the rally for a team of your choice, with associated networking opportunities

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)







## Exhibition Sponsor: £5,000

- Opportunity to create an engaging competition linked to the exhibition
- Branding on all promotional materials relating to the exhibition
- Mentioned in all press releases; social media; Bangers and Cash website (with link to your website)
- Reduced price entry of £500 in the Rally for a team of your choice, with associated networking opportunities
- Individual elements of this opportunity can also be funded

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)





## Photography and Videography: £3,000

The photography and videography is a very important part of Bangers and Cash. Not only does it capture the memories, it will also allow Roundabout to create promotional materials to use in the future. The photographer will be a core part of the support team, creating a Bangers and Cash 2020 video with the opportunity to use the footage to enter into the Sheffield Doc Fest next year.

- Mentions in press releases, social media, Bangers and Cash website (with a link to your website)
- Mention in the credits of the video
- Opportunity for you or your business to be featured in the video
- Reduced price entry of £1,000 in the rally for a team of your choice with associated networking opportunities



# Silver Opportunities



## Tracking Software: £1,500

We will be using a bespoke package throughout the Rally to track each car over the continent, the teams can also check in and complete challenges through the website as well as so much more!

- Mention in press releases; social media; Bangers and Cash website (with link to your website)
- Reduced price entry of £1,000 in the Rally for a team of your choice, with associated networking opportunities

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)



# Silver Opportunities



## Bonnet Storage: £1,000

Perhaps you can help us with loaning us your space Free of Charge or for a reduced rate or you could sponsor for us to hire a space to ensure all of the beautiful bonnets are stored safely in between the rally, the exhibition and the auction.

*Interested in this sponsorship opportunity?*

Please contact Emily: [ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)



# Bronze Opportunities



## Varnish: £10 per can

We ensure that the artwork is protected by varnishing each bonnet before the rally.

- Varnish needed: x10 cans

## Bubble Wrap: £18 per roll

We need to ensure that all of the bonnets are transported safely through different stages of the rally, including coming back from Munich and being moved to the exhibition.

- Rolls needed: x10



# Bronze Opportunities



## Going the Extra Mile: 45p per mile

We have three Support Vehicles this year and those vehicles will be travelling a minimum of 2,700 miles. These vehicles are vital to keeping our teams safe throughout the rally. How many miles could you support us for?

- Miles Needed: x2,700

## Vinyl Stickers: £25 set of 2

All of the cars on the rally will have specially designed vinyl stickers for the doors which will state their rally number.

- Vinyl Stickers needed: x 60



# Bronze Opportunities

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## Awards Sponsor: £26.60 per Trophy

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We have five awards up for grabs including: Champions, 2nd Place, 3rd Place, Best Fancy Dress and Top Fundraising Award.

These are given to the teams at our special Ceremony on our last evening of the rally.

- Trophies Needed: x5

## Van Hire: £75 per Day

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We will be having mechanics join us for the route and we need to ensure that we can carry all of their tools as well as transporting the bonnets back to Sheffield.

- Days Needed: x7



# Bronze Opportunities



## Support Crew Car Hire: £50 per Day

To ensure that the event equipment arrives on time whilst the mechanics are busy with team cars, we need to ensure that our Support Crew have a car to get to each destination.

- Days Needed: x7

## Pay for a Day: £233 per Day

Bangers and Cash cannot happen without our fantastic Support Crew, who will be running events, check points and of course looking after our Bangers and Cash Teams. Why not sponsor a member of our Support Crew for the day? Our fab mechanics will also be joining the rally again this year to make sure all of the teams and their Bangers make it to the finish line in Munich!

- x6 Crew, Days Needed: x4





# Bangers *and* Cash 2020

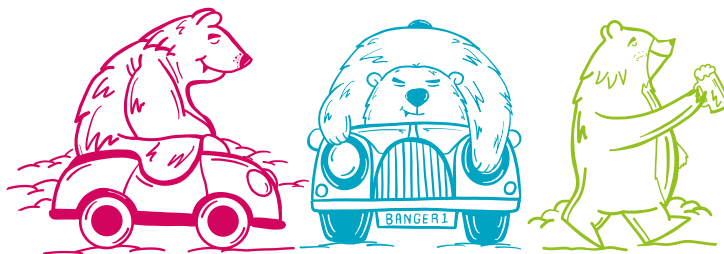


For Sponsorship Opportunities, contact:

**Emily Bush**

0114 253 6753

[ebush@roundaboutltd.org](mailto:ebush@roundaboutltd.org)



**Bangers and Cash is brought to you by:**

 **roundabout**  
YOUR LOCAL YOUTH HOUSING CHARITY

ILLUSTRATED BY  
 **MATT COCKAYNE**

**Sheffield**  
City Council  


**Becks & co.**