

# role model week



## Associate Sponsor - £5,000 +VAT

Role models have been shown to be related to the achievements of young people in many career-related outcomes. Students who have four or more role model encounters are **five times more likely to be in further education, employment or training** when they leave school, yet studies show that **1 in 4 children do not have role models in their lives**. Role Model Week (**10 - 14 October 2022**) is an opportunity to recognise and celebrate the importance role models play in building careers aspirations and drive equality for young people.

### During the week we will:

- Inspire primary students through schools holding role model dress up days
- Encourage primary and secondary schools to discuss the importance of role models with their students and hold various education activities including inviting F4S role models to speak in their schools
- Motivate more young girls to consider careers in STEM by celebrating **Ada Lovelace Day** (11 October) by holding a STEM focused F4S Digital webinar on the day and encouraging schools to book STEM role model encounters through the F4S platform such as our Maths4Girls role model events
- Universally instill the message of how role models can inspire any young person to achieve the future they deserve despite their socio economic background
- Encourage professionals to register as a volunteer on the F4S platform to be real life role models to the next generation
- Raise awareness of F4S, our mission and values through a concentration of volunteer, educator and parent engagement

Being an associate sponsor of this flagship week is a fantastic way to showcase your commitment to building a brighter future for young people and improving social mobility. With your support we will be able to provide more opportunities for role models to inspire the next generation.



*Pictured above: Primary students from Park Junior School, Wellingborough dressing up as their role models last year*

## Benefits to you:

- **A bespoke webinar** held during Role Model Week by your organisation. This allows you to provide speakers from your organisation to deliver an in depth session on your subject area of choice whilst having direct contact with your future talent pipeline. Registration numbers for these webinars have been known to reach over 1,000 young people.
  - The webinar will be organised by Founders4Schools and promoted to our audience of educators, parents and students.
  - Materials can be provided to attendees post event, interactive live polls can be held during the session and impact data can be collected through tailored survey questions post event.
  - Targeted at an age range of your choice and held on a day of your choice during the week (subject to availability).
  - A recording of the webinar will be available on our YouTube channel and promoted post-event.
- **Your brand profile** will be highlighted through:
  - Organisation logo and hyperlink on our Role Model Week web page
  - Organisation logo and recognition of sponsorship included in all html marketing to our network of over 6,000 educators, parents, students and volunteers.
  - Recognition and tags in social media marketing prior to and during the week to our 14k+ followers
  - We will provide you with bespoke marketing materials to promote your sponsorship of Role Model Week to your network
- **Training webinar for your staff/members** about Role Model Week and how they can get involved, including a live sign up demo on registering to the F4S platform to volunteer as a real life role model can be held in the run up to or during the week so they can be part of the campaign too. This will be provided to you as a recording for those unable to attend on the day.
- **Access to future talent** as we can promote your work experience placements/grad schemes/apprenticeships to our social media following of young people and educators.