



Local business sponsorship

Connecting with a local business is a fantastic way to secure funding for WOW – the year-round walk to school challenge at your school. Here is some advice on the benefits of WOW sponsorship for businesses, identifying a good match and how to approach them.

Think about the benefits for the business

There are some unique benefits that being involved with WOW can offer to a local business:

- Businesses based in close proximity to the school will experience many of the same benefits of WOW as you do: fewer cars on the road, reduced congestion, better air quality and improved road safety.
- Many local businesses will rely on passing trade. More people walking means more footfall around the area, which could lead to an increase in custom for those businesses.
- They'll have the opportunity to be involved in the national conversation that Living Streets' walk to school campaigns inspire. Last year our five day Walk to School Week challenge alone attracted 465 pieces of coverage, amounting to a media value of over £330,000.
- Many of the benefits of WOW align with common corporate social responsibility (CSR) aims that businesses will have and sponsoring your school can help them achieve their targets. These could include improving health, the positive environmental impact of active travel or improving the local community by increasing footfall.

Identifying a strong prospect

When identifying businesses in your local area to approach about WOW sponsorship, consider how their individual interests may fit with the points above. Some questions to ask:

- Are there any businesses who share a busy road with the school, who will directly benefit from reduced congestion?
- Are there any larger companies based nearby, who will have CSR targets to hit?
- Does your school have any existing connections with local businesses? Perhaps you have worked with one before, or there are parents who are business owners.

Approaching the business

Once you've identified a good prospect, it's time to reach out to them.



- Focus on businesses where you have a direct contact first, as it's much easier to start the conversation. Consider sending out a message in your newsletter asking parents to get in touch if they have any connections to local businesses.
- Pick up the phone as your first port of call and then offer to follow up via email. Make sure you have some information prepared – how much WOW costs and its success so far.
- Follow up on any promising leads. WOW is an extremely cost-effective way for a local business to make a significant contribution to the long term health of the local community.