

Sponsorship that works twice as hard

A twelve-month placement that puts your brand beside something residents genuinely value: **free learning for every household in Rushmoor**. It is print, it is digital, and it is local goodwill that a banner ad cannot buy.

Visible local good

Every copy tells residents plainly who is funding free learning in their community.

A year of reach

One booking, twelve months of presence across print and digital, not a one-off placement.

Warm, not cold

Association with learning and wellbeing, not another advert competing for attention.

2,500
prospectuses printed

48
pages, 180+ courses

8
Hero sponsor positions

400
local businesses listed

Eight sponsor positions per edition. Sold in the order they are booked.

How sponsorship helps Rushmoor

Free courses for residents

Sponsorship keeps the prospectus free for every household in the borough to use.

Certificates that open doors

Courses end in a CPD-accredited certificate residents can put straight on a CV.

Support when it is needed

The largest section of the prospectus is Mental Wellness, with no referral and no waiting list.

A local pound, local good

Every sponsorship stays in the borough, funding a programme residents actually use.

Hero Sponsor

One of eight Hero positions sold per edition. Each gets the lead position across every printed and digital touchpoint for a full twelve months.

£1,995
per year, excl. VAT

- **Half-page advert**
  Your own 148 × 105 mm page inside the prospectus, artwork supplied by you.
- **Front and back cover logo**
  One of eight logo positions on the cover, repeated on the inside and outside back cover.
- **Pop-up banners**
  Your logo on the sponsor row of every pull-up banner used at sign-up events.
- **A6 fliers**
  Your logo on the sponsor strip of every flier distributed across the borough.
- **A2 posters**
  Your logo on posters in GP surgeries, libraries and community hubs.
- **Web banner**
  A banner placement on the online learning platform, seen by every resident who logs in.

5,000	2,500	10	250	12
fliers	prospectuses	pop-up banners	posters	months live

How to pay

Pay in full

£1,995

Invoiced on booking, excl. VAT. One payment, nothing further to arrange.

Pay monthly

+15% interest

25% deposit, then the balance plus 15% interest spread over 6 months by Direct Debit.

£498.75	£286.78	£2219.44
deposit today	× 6 months	total, excl. VAT

Why businesses choose Hero

Visible local good
Residents are told plainly who funds free learning in their community, in every copy printed.

A recruitment pipeline
The Jobs board reaches people with a certificate and a reason to apply.

No renewal admin
One annual booking covers every touchpoint for twelve months, start to finish.

A single edition, no contract

The prospectus is produced once a year, so a single booking already runs for the full edition. Ideal alongside the Hero package, or as a first step for a smaller local business.

Quarter-page advert

£299 excl. VAT · per edition

A quarter-page position in the Restaurants, Retailers or Other Local Businesses section. Artwork supplied by you.



Quarter-page, Jobs

£499 excl. VAT · per edition

A quarter-page position in the Local Employers section, linking to your careers page.



Includes a banner on the Jobs section of rushmoorworks.com

Bold A–Z listing

£59 excl. VAT · per edition

A boosted entry in the A to Z of local businesses: your logo, address and web address, set apart with a border.



POSITION	PRICE, EXCL. VAT	WHAT IT INCLUDES
Quarter page, Restaurants	£299	Advert in the Local Restaurants spread
Quarter page, Retailers	£299	Advert in the Local Retailers spread
Quarter page, Other Local Businesses	£299	Advert in the Other Local Businesses spread
Quarter page, Local Employers	£499	Advert plus a Jobs-page web banner
Bold A–Z listing	£59	Logo, address and web address, bordered

Payment

Prospectus-only positions are invoiced in full on booking. The Hero package can be spread: 25% deposit, then the balance plus 15% interest over 6 monthly Direct Debit payments. All prices exclude VAT.

Book a position

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