

Information for partners and sponsors - RSE Day 2021

About RSE Day

The fourth national Relationships and Sex Education (RSE) Day will take place on 24th June 2021. Nottingham City Council founded RSE Day in 2018 and continues to lead this nationwide celebration of excellent education around healthy relationships and positive sexual health. The day is a call to action for schools, families, communities and organisations to take an active role in educating in this area and share their fabulous work via events and on social media.

This year's theme is 'Faces', decided by a national poll. This broad theme covers many aspects of RSE, for example, diversity, expressions, emotions, and selfies. We will be asking people to share how they have interpreted the theme via social media on RSE Day using the hashtag #RSEday. In the lead up to the day we will be sharing with participants, ideas for activities and resources that they can use to celebrate the day.

This is the first year that RSHE will be a statutory requirement for all schools making RSE Day 2021 even more of a celebration!

Key moments and impact of RSE Day 2020

As in previous years, RSE Day attracted the involvement of many schools, organisations and celebrities from across the country. Due to lockdown, 2020 also saw the involvement of families who were involved in home learning.

The #RSEday hashtag trended on Twitter at **number 23** and was used **5878** times on the day.

There were **46,000** organic impressions on Twitter representing the number of times tweets were viewed on the @RSE_day account.

The Nottingham Challenge team streamed **420** minutes of live content on RSE day for children in families and schools. This content was brought together as a result of the pandemic in 6 weeks on a very small budget.

We were lucky to be joined on the live stream by **Cbeebies star Sid Sloane**, who read a story and answered questions from the audience.

There were **2300** extra visitors to the Challenge Nottingham website in the week of RSE day as a result of the RSE Day livestream.

The live-stream in 2020 was very successful with children and young people watching at home and in school. You can see examples of art-work submitted last year here:

<https://challengenottingham.co.uk/%40rse-day> and watch the live-stream here:

<https://www.youtube.com/watch?v=kXxY68b5sEw>

Examples of tweets 2020:

 PencoedCompYear9
@PencoedYear9

Challenge Accepted by Kyran!
Here's the lovely heart shaped biscuits that he's baked. They look delicious! 🍪
[@HWBPencoed @RSE_day](#)



 Rakshara Ashok Usha
@AshokSomasunda2

#RSEday - Rakshara sent love to all her friends & teachers at her school. She desperately missing all of them...



 Wandsworth Council
@wandbc

Today is national #RSEday. Thank you to all our schools in Wandsworth for the excellent relationship, emotional and physical health education they have long been providing. We will continue to support schools to deliver statutory RSE guidance.
i4s.wandsworth.gov.uk

 Linton Primary
@LintonPrimary

Our Bubble 6 class have been designing their own empathy glasses @DerbyshireEIS @RSE_day #RSEday



13:33 - 25/06/2020 · Twitter Web App

Opportunities for partner and sponsor involvement

We are keen to attract a range of sponsors to capitalise on the success of RSE Day 2020 and make RSE Day 2021 bigger and better than ever before. We are interested in partners that can give 'in kind' contributions as well as financial support. A range of options are outlined below for RSE Day 2021.

1) National live-stream 2021

Nottingham City Council in partnership with Challenge Nottingham will produce a national RSE Day live-stream featuring local artists delivering workshops and challenges for children and young people around the theme of 'Faces'.

Benefits to sponsor – Brand logo placement on livestream screen and mentioned by the livestream host periodically throughout the day; content shared on social media channels; mention in press release.

Full cost: £6000 (or contribution of services)

2) Website

Development of a specific website to house RSE Day materials

Benefits to sponsor – Brand logo placement on website where RSE Day materials are hosted; mention in press release relating to RSE Day.

Full cost: £3000 (or contribution of services)

3) Resources to support RSE Day

The design and/or sponsorship of key RSE Day materials, including the 'Lists of Things To Do on RSE Day', the Local Authority guide and any other merchandise created to support the day.

Benefits to sponsor: Brand logo placement on RSE Day materials; content shared on social media channels; mention in press release relating to RSE Day.

Estimated cost: £2000 (or contribution of services)

4) Good practice in RSE competition for schools

Publicity materials and contribution of prizes for good practice in RSE competition

Benefits to sponsor: Brand logo placement on competition materials and via social media channels when promoting the competition; mention in press release relating to RSE Day.

Estimated cost: up to £2000 (or contribution of prize)

Get involved!

To discuss your involvement in RSE Day 2021 please contact Catherine Kirk:
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