



The Furniture Makers' Company
the furnishing industry's charity

Help us support the industry

Sponsorship opportunities



Step 2 It is the exciting new fundraising campaign by The Furniture Makers' Company, the City of London livery company and charity for the furnishing industry.

For over 100 years, we have provided financial and practical support to people working in furnishing. The COVID-19 pandemic has turned the lives of so many people upside down. In response, we have committed to award up to £1 million in Personal Support Grants to those who have had their livelihoods disrupted by the crisis.

We anticipate that the need for this support will be required for some time to come. Therefore, we are calling on the UK furnishing industry to help us support the welfare of workers by organising and taking part in a sports-based fundraising activity or challenge to generate vital funds so we can keep helping those who are struggling financially.

What's more – thanks to a benefactor – every single penny raised will be matched, effectively doubling your donation. So help us reach our target of £150,000 by stepping to it and supporting your industry charity.

SPONSORSHIP OPPORTUNITIES

Step 2 It is the brainchild of David Woodward, Master of The Furniture Makers' Company, who is determined to get the industry moving for money, cycling for cash and dancing for dosh, so that we can continue to help people from the trade who need financial support.

You can put a spring in his step by becoming a gold, silver or bronze sponsor with each tier offering exclusive opportunities to generate positive PR and elevate your brand. All sponsors will receive significant social media coverage, inclusion in the Austin Friar yearbook and recognition at the Step 2 It Ball.

Thank you for reviewing our sponsorship opportunities. If you have any questions about the benefits of the packages or would like to pledge your support, please contact Rachael Garnett, fundraising and development executive, by emailing rachael@furnituremakers.org.uk or 020 7562 8521.

Visit www.furnituremakers.org.uk/step2it

YOUR HELP WILL SUPPORT LIVES

Single parent Layla was sadly made redundant from her customer service advisor job at Laura Ashley when the retailer went into administration.

With two children to care for and no income, Layla immediately applied for universal credit but, like many, was told that she would have to wait a frustrating five weeks before receiving anything.

Fortunately, the redundancy package that she received covered her rent and outgoings for a month, keeping the family afloat short term.

However, realising that her universal credit payment would only cover her rent, Layla was under pressure to find funds to meet her other outgoings and living costs.

Throughout the COVID-19 pandemic, we have been awarding Personal Support Grants to people who work in the UK furnishing industry who have been impacted by the crisis.

We were able to help Layla during this stressful time by awarding her a short-term grant, which wouldn't affect her benefits, while she looked for a new job.



Gold package x 4 (£4,000 + VAT)

- Day sponsor of the Master's 100 Mile Challenge at JFS 2022 – which includes prominent signage branding at event
- A headline sponsorship position on the 100 Mile Challenge and London Marathon running shirt.
- Inclusion of logo on the official Step 2 It charity t-shirt
- Logo in campaign video
- Logo on the campaign page
- Profile in 2022 Austin Friar yearbook
- Profile on the Furniture Makers' website
- Gold level social media coverage throughout year
- Promotion in biannual Charity Update newsletters
- Inclusion in all press releases about the Step 2 It campaign
- Recognition at the Step 2 It Ball
- Use of the Step 2 It gold sponsor logo



Silver package x 8 (£2,500 + VAT)

- A mid-level sponsorship position on the 100 Mile Challenge and London Marathon running shirt.
- Inclusion of logo on the official Step 2 It charity t-shirt
- Logo in campaign video
- Logo on the campaign page
- Logo in 2022 Austin Friar yearbook
- Profile on the Furniture Makers' website
- Silver level social media coverage throughout year
- Promotion in biannual Charity Update newsletters
- Inclusion in all press releases about the Step 2 It campaign
- Recognition at the Step 2 It Ball
- Use of the Step 2 It silver sponsor logo



Bronze package x 12 (£1,000 + VAT)

- To keep us all moving during the COVID pandemic, we will be setting a new challenge each month that solo competitors and virtual squads can tackle from home.
- Sponsor of one of the 12 monthly challenges organised by The Furniture Makers' Company from May 2021-April 2022
 - Inclusion in pre- and post-challenge PR
 - Heavy social media coverage in the month of your challenge
 - Logo on the challenge campaign page
 - Logo in 2022 Austin Friar yearbook
 - Recognition at the Step 2 It Ball
 - Use of the Step 2 It bronze sponsor logo

THE MASTER'S 1000 MILE WALK



Hoping to inspire others to Step 2 It, the Master is going the distance himself as he will be attempting to walk a combined total of 1,000 miles at designated events throughout the campaign.

The Master, who is young at heart but still a man in his early seventies, is proving that age is just a number as he looks to walk 1,000 miles in the 12-month period, which will include an epic 100 Mile Challenge

across the four days of the 2022 edition of the January Furniture Show.

Visitors to the event will get to watch and cheer the Master on as all the walking will be done on a treadmill situated at The Furniture Makers' Company's exhibition stand at the annual exhibition.

This is one of many fundraisers that your sponsorship will be helping to support.



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