

# GET INVOLVED

Services, Sponsorship and Partnership Opportunities

Show Racism the  Card



Show  
Racism  
the Red  
Card

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the Red  
Card

**SHOW RACISM THE RED CARD**



**ABOVE:** Pupils from Murray's Road Junior School, Isle of Man receive a workshop from Leroy Rosenior, Olivier Bernard and Christian Roberts thanks to sponsorship from Barclays Wealth.

**BELOW:** Members of the Scottish Parliament join Show Racism the Red Card to send out a clear message



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## BACKGROUND

Show Racism the Red Card is an anti-racist education charity which utilises the high profile status of professional footballers as anti-racist role models and combatting racism through anti-racism education. The campaign has been highly successful and now involves hundreds of top footballers and managers. We produce a number of educational resources including films, education packs, posters and magazines and are highly experienced in delivering direct anti-racism education to young people and adults.

This booklet has been designed to provide an overview of the services that we offer and the partnership and sponsorship opportunities that exist with the campaign. For more information please contact us on 0191 257 8519. e-mail [info@theredcard.org](mailto:info@theredcard.org) or visit our website: [www.theredcard.org](http://www.theredcard.org). Full contact details for all of our offices are provided on the back page.

# SECTION 1: SERVICE PROVISION

## UK WIDE SERVICES

## DIRECT WORK WITH YOUNG PEOPLE

## SCHOOL BASED WORKSHOPS

### Suitability

Ages 8 – 18

### Group Size

30 Max

### Length of Session

1-2 hours in the classroom.

1 hour fun football fitness session.

### Aims

- To educate young people about the causes and consequences of racism and to explore what forms racism can take.
- To empower young people to challenge racism in the communities in which they live, and to provide them with relevant knowledge and information to enable them to do this.
- To help young people prepare to play an active role as citizens in a growing multi-cultural society.
- To enable young people to develop good relationships and respect the differences between people, regardless of ethnicity.

### Structure

Our DVD and guidance are sent to the school ahead of the visit to allow students to undertake preparatory activities. Schools also return a pro-forma to highlight any particular issues that they wish to be covered.

Our workshops are fully participatory and interactive, students take part in a range of visual, auditory and kinaesthetic activities designed to build empathy and understanding and to encourage discussion and critical thinking. Participants work independently and in groups to fully explore the issues. Initial workshops provide an introduction to the subject of racism. We also deliver workshops which educate against specific racisms such as prejudice towards Asylum Seekers and Refugees, Travellers and Islamophobia.

'Football and Fitness' sessions are delivered alongside the classroom workshops by ex-

professional footballers. The sessions take place in mixed groups with an emphasis on teamwork and supporting each other. Young people wear Show Racism the Red Card bibs and prizes are given out for enthusiasm and participation. We have found that the football sessions and presence of ex-professional footballers increase the enjoyment and participation of the young people and their engagement with the anti-racism message.

Copies of our DVDs and Education packs are left with the school to allow them to continue this work once we have left. The education pack contains 21 pages of activities and discussion points proven to stimulate debate and promote understanding, complete with learning outcomes, age group suitability and curriculum links.

### Feedback

*"I really liked the fact that the activities were interactive. It had a striking impact"*

**Laurence Haines Primary School, Hertfordshire**

*"Pupils went on to win a Fair Play Cricket tournament the following week and we feel that Leroy's talk in school had a direct impact on their attitude and behaviour throughout the tournament".*

**Rhiwfawr Primary School, Neath Port Talbot**

*"Our Year 5s and 6s and their teachers absolutely loved the workshops that you ran for us at Montem, they were full of praise for the footballers running the training sessions and the mediators for the workshops in class. Thanks again for bringing the workshops to our school. They were brilliant, very relevant to the intake of the school, and gave the children some real motivation."*

**Montem Primary, Islington**

"A very enjoyable day led by enthusiastic and committed staff. Very thought provoking for teachers and pupils. Thank you."

**Harton JM School, South Shields**

"It is wonderful that someone like Derek Ferguson (ex-Rangers player) gave his time. He truly inspired the children. They were totally engaged with their own learning on the day. A Curriculum for Excellence in action."

**Ravenscraig Primary School, Inverclyde**

Our work with schools in North East England was subject to an external evaluation in 2009. The full evaluation document can be found on our website: <http://www.theredcard.org/resources/publications?publication=933>

## Cost

As our workshops involve participation and discussion we prefer to work with individual classes and visit a school for a whole day; however we are happy to speak at a whole school assembly in addition to this if appropriate.

A full-day working with up to 3 classes of young people is £540 excluding travel and hotel (if required).

For this price each class will receive a:

- Show Racism the Red Card workshop
- Fun football fitness session delivered by an ex-professional footballer
- Poster, magazine and sticker for each pupil
- DVD and education pack.

This format is flexible as we look to tailor our work to the needs of the school, please contact us to discuss your requirements.

## OUT OF SCHOOL WORKSHOPS

### Age Suitability

From 8 – Adult

### Group Size

Variable

### Length of Session

Variable

We work with young people in a variety of out of school settings including Pupil Referral Units, Youth Offending Institutions and hospitals. We work with providers extensively prior to the visit to identify the needs of the young people and to tailor activities and often work with the same group over an extended period of time.

## Cost

As per the details outlined in workshops with schools above.



# HIGH PROFILE EVENTS

## Suitability

Ages 8 – 18

## Group Size

100 +

## Length of Session

2 hours – 6 hours

### Aims

- To educate young people about the causes and consequences of racism and to explore what forms racism can take.
- To empower young people to challenge racism in the communities in which they live, and to provide them with relevant knowledge and information to enable them to do this.
- To help young people prepare to play an active role as citizens in a growing multi-cultural society.
- To enable young people to develop good relationships and respect the differences between people, regardless of ethnicity.
- To raise awareness of the Show Racism the Red Card Campaign in the local area and launch programmes of work

### Structure

We hold high-profile events across the UK with football clubs from Arsenal and Rangers FC to Wrexham and Yeovil FC. We also work with rugby, cricket and basketball clubs. We have found that it helps young people connect with the anti-racism message when they hear the anti-racism message in an exciting environment and from people that they look up to and respect.

In their simplest form our events involve inviting a group of about 100 young people from the local area to a football or other sporting club where they will take part in some fun educational activities, watch the Show Racism the Red Card DVD and pose questions on racism to a panel, which comprises players from the club, prominent community members and Show Racism the Red Card staff.

Prizes are given to young people who ask the best questions. All of the young people who attend receive goody bags and autographs at the end of the event.

Events usually last around 2 hours from 1-3pm. However, we also hold all day events where young people are invited to take part in a carousel of

workshops in the morning before the main event in the afternoon.

We have also involved musicians, rappers, poetry readings, drummers and ground tours on different occasions. Events can be tailored to the needs of the club and council.

### Feedback

*“Our Club wholly endorses the principles of Show Racism the Red Card and the great commitment shown by the organisation. There is simply no place in football for prejudice of any kind. As a Club we are committed to eradicating any anti-social behaviour at football matches and we will continue to offer Show Racism the Red Card our full support.”*

**Martin Bain, Chief Executive, Rangers Football Club**

*“A very well run event, the children enjoyed it and I thought the football players talking about their experiences had an impact on the children”.*

**Pentrepoeth Junior School, Swansea, Teacher**

*“Our children had a fantastic day! The activities, resources and organisers were brilliant. Hope to attend the event next year! Many thanks.”*

*“Having Ian Holloway the Blackpool FC manager there to talk about his experiences really helped the children to understand what racism was and how it affects people”*

Over 78% of young people, from a sample group of 187 attending 6 different SRtRC events felt that they knew more about racism than before attending the event

98% of the same sample of young people agreed that racism and the effects of racism could be very serious following attendance at a SRtRC event

### Cost

2 hour event for 100 young people    £750  
All day event for 100 young people    £1500

Travel and hotel (if required) expenses will be calculated and added to the above costs. These costs also do not include venue and equipment hire which are usually provided free of charge by the sporting clubs as an in-kind donation.

# NATIONAL SCHOOL COMPETITIONS

## Suitability

Ages 5 – 16

### Aims

- To increase the capacity of schools to work with young people on issues of racism and equality
- To facilitate young people to think creatively about ways to combat racism and promote equality
- To empower young people to develop their own material and contribute to combatting racism and promote equality
- To help young people to play a role as active citizens in a growing multi-cultural society.

### Structure

We hold annual school competitions in England, Scotland and Wales and have done so for over 10 years. The competitions are entered by young people of all ages and abilities, from Primary and Secondary schools and other educational institutions. The Show Racism the Red Card competitions are an accessible and engaging way to encourage pupils to think about issues surrounding racism. In the last 4 years around 250,000 pupils have taken part in the SRtRC competitions in the UK.

Young people are encouraged to develop their own resources to combat racism, having worked with SRtRC resources in a classroom setting, ranging from posters and poems to sculptures, films and animations. We have made use of the fantastic work produced by competition entrants in the campaign's publications, calendars, posters and even as 'extra' features on our educational DVDs.

Winning entrants are invited to awards ceremonies in prestigious football venues such as Wembley, the Millenium and Hampden Stadiums. The winners are awarded prizes by current and former professional footballers; prizes are donated by football clubs and other organisations and include items such as match tickets and signed shirts, to family tickets to tourist attractions, computer games and sticker collections.

Local Authorities can encourage their schools to participate through mailings and local competitions.

Working in partnership with Local Authorities to organise regional competitions encourages increased participation from schools within those Authorities and opportunities for participants to be rewarded for their work.

### Feedback

*"This is a brilliant way to promote discussion about the subject. Pupils can see that it is not just something that could happen in schools but outside schools in the wider world. We strongly support the competition as it allows teachers and pupils to focus their attention on this very important 'subject/issue' during our healthy weeks whole school project – spring term."*

Over 92% of teachers surveyed about the competition said that they strongly agreed or agreed that it was easy to engage the interest of pupils in the competition.

100% of surveyed teachers strongly agreed or agreed that they would consider registering their school's in future SRtRC competitions

*"Despite the prize giving being held at Hampden Park I was still surprised at the scale of it, from the number of kids in attendance to the amount of footballers who had given up their time to be there, it was just fantastic. I can only begin to imagine the amount of organisation that went into the event but it's testament to the organisers that it all went so well."*

**Ross Duncan, Edinburgh's Telford College, Winner of Scottish Creative Competition 2009/2010**

An independent evaluation of the competition in Scotland (2003 to 2008) is available on request.

A full report on the England Schools Competition 2009 can be found on our website  
<http://www.theredcard.org/resources/publications?publication=487>

### Cost

The competitions are free to enter. However, organisations are welcome to support the competitions through sponsorship and provision of prizes. If you are interested in finding out how to promote the competition in your area or in sponsorship please contact the Show Racism the Red Card office.

# ADULT EDUCATION

## TEACHER TRAINING

### Suitability

For School Leaders, Teachers and Governors

### Group Size

Events – up to 75  
In Service – up to 25

### Length of Session

2- 6 hours

### Aims

- To raise awareness of issues of racism and the impacts on young people
- To examine how race equality can be promoted through the curriculum
- To empower delegates to challenge racism and respond to racist incidents
- To equip delegates with knowledge and resources to educate young people against racism

### Structure

We tailor our teacher training events to the needs of individual groups. However the days are structured around interactive workshops which explore issues such as the barriers faced by teachers in tackling racism and promoting equality, responding to racist incidents and embedding race equality into the curriculum. Opportunities for discussion and reflection on existing practice are built into the day and teachers are encouraged to share their concerns. Delegates are provided with resources to help them to build upon their learning and Show Racism the Red Card is able to provide e-mail support after the session.

If we are putting on a teacher training event we also invite relevant guest speakers and partner agencies to deliver workshops or forum theatre productions to help increase the depth and variety of service provision.

### Feedback

*“The training day [I attended] was so good I wanted the whole staff to have the experience so we asked SRtRC to come to school to deliver similar workshops for our whole staff including support staff. They all found it really useful. Since then there have been opportunities planned into our curriculum for Y4 upwards... Staff feel more confident in challenging racist views.”*

*“The facilitators were very professional and knowledgeable – they were able to respond to a range of questions from a group of people with varying experience. I phoned the team several weeks after the event for some support on a session I was delivering and they responded very quickly and positively. I would definitely encourage colleagues from a range of professions and settings to engage with the programme”*

*“This was one of the most useful courses that I have been on. It helped to clarify and understand more clearly many aspects, as a result a very comprehensive range of staff training was undertaken. This has come to the attention of other schools who have asked for advice. I have also checked our school policies...they have been clearly explained to all staff. The course also gave me the confidence to challenge attitudes of parents and carers in a very upfront way, displays along the corridor challenge perceptions of all visitors and clarify our very high expectations. The work also made us aware of other strands that could be improved and we are currently planning anti-racist links into our new four year curriculum and all curriculum areas.”*

*“Two of my colleagues attended and they have come back brimming with confidence and new ideas which they will share with the staff on an inclusion INSET day in November”*

*“A superb day – the most informative and useful course I’ve been on for a long time”*

*“This training has developed my own awareness and has inspired me to deliver this message to others”*

### Costs

In-Service Training = £750 per day for a group of up to 25 delegates.

We also organise conferences for up to 75 delegates for between £2500 and £5000 including catering, room and equipment hire.

Travel and hotel (if required) expenses will be calculated and added to the above costs.

# COMBATING RACISM IN THE WORKPLACE

## Suitability

All adults

## Group Size

Up to 25

## Length of Session

2- 6 hours

## Aims

The sessions are designed to enable delegates to:

- Discuss with more confidence issues of racism, discrimination and the correct use of terminology
- Recognise stereotypes and how they can influence behaviour and be encouraged to critically reflect on their thought processes
- Acknowledge their own responsibility in challenging racism and all discriminatory treatment
- Feel more confident recognising racism and be able to respond more appropriately to racist incidents

## Structure

The session looks at examples of commonplace discrimination in the workplace. The participants then assess the immediate, short term and long term ramifications of such discrimination. The participants have time to discuss, in a structured way, terminology which is perceived to be racist followed by an activity which looks at racist incidents in the workplace and how to deal with them appropriately. This workshop also aims to dispel commonly held myths and provide the participants with the

opportunity to critically reflect on the culture of their workplace, in turn empowering participants to feel more confident taking action against racism. The structure of this workshop is flexible enough to respond to the needs of the participants if they have pressing worries or enquiries relating to racism.

## Feedback

*"I really liked that everything was discussed openly, i.e. terminology without others being offended and without feeling embarrassed or frightened"*

*"This session increased my knowledge and awareness. I am now going to see things differently"*

*"The trainers didn't judge and were friendly. The definitions were useful"*

*"I thoroughly enjoyed it and will be feeding back at our branch committee meeting of the lead PCS union."*

*"It was very impressive training and I would like to see if the NHS could do a similar training for our office"*

## Costs

In-Service Training = £750 per day for a group of up to 25 delegates.

Travel and hotel (if required) expenses will be calculated and added to the above costs.



## SCOTLAND AND WALES SERVICES

# FORTNIGHT OF ACTION (Scotland and Wales)

### Aims

- To encourage nationwide action from all sections of communities to celebrate diversity and tackle racism
- To act as a catalyst for organisations to engage in activity to promote equality and tackle racism throughout the year
- To empower professional, amateur, junior and youth football clubs to undertake anti-racism actions at matches involving players, managers and coaches
- To provide grass roots organisations with small grants to enable them to organise events to celebrate diversity and tackle racism
- To raise the profile of anti-racism activities through extensive media coverage

### Structure

This period of concerted action encourages participation from all sections of communities to celebrate diversity and tackle racism. A major aim of the Fortnight of Action is to encourage anti-racist actions, events and initiatives to take place throughout the year. Many organisations begin their actions during October and run follow-up events during the year. There are other organisations including schools and community groups that look to the Fortnight of Action for ideas and inspiration. One proven way of making a difference is to act on a local level to break down barriers that lead to racist attitudes and behavior.

## PROFESSIONAL FOOTBALL

### Action at games includes:

- Players holding up red Show Racism the Red Card cards at SPL, SFL and WPL games
- Players wearing Show Racism the Red Card t-shirts during warm-ups, training sessions
- Anti-racist tannoy announcements
- Articles in match programmes

- Articles on club websites
- Unveiling of anti-racist stadium hoardings
- Involvement with local clubs and communities

## GRASSROOTS FOOTBALL ACTION

As part of the Fortnight of Action, Show Racism the Red Card also engages with and provides assistance to grassroots football clubs to help them to put on their own anti-racism events and to engage with groups who have been traditionally excluded from football.

### Cost

Free and assistance is available through the SRTRC Action Grants scheme. Resources, and red cards are available free of charge for schools, local, amateur and junior leagues to join the pro players 'showing racism the red card' before kick-off. Grants are available to non-statutory organisations including community groups, schools, youth clubs, fans associations, tenants associations and other grassroots bodies that are working to engage with young people, ethnic minorities, excluded groups, football fans, and refugees and asylum seekers.

*"The campaign goes from strength to strength and is now at the forefront of tackling racism not only in football but society in general. I call upon everyone to get involved during the Fortnight of Action and beyond to send out a clear message to the people of Scotland that we want to live in a country free from racism."*

**Gordon Smith, former Chief Executive, Scottish FA**

## SHOW BIGOTRY THE RED CARD (Scotland Only)

### Background

Show Bigotry the Red Card is an anti-sectarian campaign. We aim to combat sectarian attitudes and behaviours by utilising the role model status of footballers and celebrities to present positive and strong anti-sectarian messages.

## Aims

- To raise awareness and to stimulate constructive debate on the issue of sectarianism and religious bigotry in and around Scottish football
- To reach football fans of all allegiances across Scotland and encourage people to support their team and celebrate their identity in a positive manner
- To empower people with knowledge in order to challenge unacceptable conducts
- To target football fans of diverse age, gender, cultural, religious and socio-economic backgrounds
- To focus part of our interventions to young people actively involved in grassroots football in Scotland

## Structure

We are able to deliver the following based on our new film "Rivals not Enemies" and accompanying education pack:

### Events with adult football fans

We can organise informal evening receptions with football fans during which debate around sectarianism is encouraged through the viewing of

the DVD. Discussions are also facilitated by an open Q&A session with a panel of football personalities Events with Youth Development football clubs

These are a combination of class-based activities focused on combating prejudicial attitudes and behaviours and football coaching sessions with ex-professional players.

## Cost

A two hour event with up to 100 adult football fans is £750

A full-day working with up to 90 young people at a youth development club is £540

### For this price the young people will receive a:

- Show Bigotry the Red Card workshop
- Fun football fitness session delivered by an ex-professional footballer
- Poster, magazine and sticker for each pupil
- DVD and education pack.

This format is flexible as we look to tailor our work to the needs of the club, please contact us to discuss your requirements.

Travel and hotel (if required) expenses will be calculated and added to the above costs.

These costs also do not include venue and equipment hire which are usually provided free of charge by the sporting clubs as an in-kind donation.

# INTRODUCTION TO FOOTBALL COACHING (Wales Only)

## Aims

- To increase representation of people from black, Asian and other minority ethnic communities at all levels of football, initially making breakthrough at grassroots level.
- To develop links between organisations, clubs and communities.
- To increase confidence and self esteem amongst groups that are under-represented at various levels of football.

## Structure

The workshops are designed for people from black, Asian and other minority ethnic communities and backgrounds who are under-represented in playing

and coaching roles at all levels of football in the UK and the workshop and its materials have been developed in partnership with the Welsh Football Trust. Participants learn about football coaching, the qualifications that are available and how to access them in Wales. Each person has a taster of theory activities from the Level One in Wales and some coaching practice examples. The main ethos of the workshop is to provide information about the qualifications available in Wales and opportunities these can bring such as volunteering in junior league clubs or schools and career opportunities. The groups are also encouraged to take up refereeing with the FAW structure and briefed about how to get involved.

## Cost

A 2 hour workshop is £250. Travel and hotel expenses (if required) are calculated in addition to the above cost.

# SECTION 2: PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

## CORPORATE AND COMMERCIAL PARTNERSHIPS

Show Racism the Red Card is increasingly looking to develop corporate and commercial partnerships to further the range and scope of educational activities we are able to undertake directly with young people.

**We are able to offer very competitive sponsorship opportunities for the following:**

- Educational events at football clubs
- National Anti Racist School Competition
- One off high profile events
- Resources

### Educational events at football clubs

We are fortunate enough to have support from football clubs willing to host our educational events at football stadiums throughout the UK (for more information see page 5). Each season we organise a programme of around 50 events where young people can interact with their sporting heroes.

**Sponsorship of events would entail:**

- Your logo featured on publications printed throughout the season – posters, calendar, magazine and Annual Review.
- Your logo featured on our website, Facebook, electronic newsletters, event reports, press releases etc.
- Your backdrops/banners featured at all events throughout the season.
- Opportunities to take part in Question and Answer sessions and photo sessions at football stadiums with current and ex professional players.

### National Anti Racist School Competition

The competition has been a central focus of the campaign for over ten years and has gone from strength to strength (for more information see page 7).

**Sponsorship of the competition would entail:**

- Your logo featured on all promotional materials sent out to every single school.

- Your backdrops/banners featured at the Awards Ceremonies at high profile football stadiums.
- Opportunities to present prizes at the Awards Ceremonies alongside professional players.
- Your logo featured on all press releases relating to the Awards Ceremonies.
- Your logo featured on our website [www.theredcard.org](http://www.theredcard.org)

### One off high profile events

The campaign has held a number of high profile events over the years including Hall Fame of Ceremonies at Downing St (2008) and Coutts Bank (2004). We have also organised events at Old Trafford with Rio Ferdinand and BBC Football Focus (2008) and a dinner celebration to mark our 10 year anniversary in 2007.

**Sponsorship of a high profile event would entail:**

- Your logo featured on all press releases relating to the event.
- Your logo featured on the event programme.
- Opportunity for a speaker to open/close the event.
- Your backdrops/banners featured at the event.
- Full report of the event featuring your logo in our Annual Review.

### Resources

We produce a wide range of resources that we distribute throughout the course of the season.

**Sponsorship of our resources would entail:**

- Your logo featured on all publications printed throughout the season – posters, calendar, magazine and Annual Review.
- Your logo featured on our website, Facebook, electronic newsletters etc.

## LOCAL AUTHORITY PARTNERSHIPS

### FULL PARTNERSHIPS - £17,000 PER ANNUM

- Anti-racism and myth busting workshops delivered alongside fun football sessions to ~1250 young people aged 8-11 spending 3 hours with each young person and distributing anti-racism resources.
- Anti-racism and myth busting workshops delivered alongside fun football fitness sessions to ~500 young people in aged 12-16, looking at more in depth issues of racism including Islamophobia, and Prejudice towards Asylum Seekers, Refugees, Migrants, Gypsies, Roma and Travellers.
- A high-profile launch of the work.
- A high profile event with a local professional sporting club to which young people from the Authority's schools will be invited.
- Work in partnership with the council and other local partners to ensure the best possible outcomes for schools in the field of race equality and awareness.
- Monitoring sessions with young people who have participated in the workshops.
- Resources to support local events.
- A poster of a local football team of your choice to include the Authority's logo with 5000 copies for the council to distribute.

## CUSTOM PARTNERSHIPS

Show Racism the Red Card can work with the Authority to develop partnerships which are tailored to the council's needs. Discounts are available on all services and resources when purchased in bulk.

### Feedback

*"I believe that this initiative is supporting our commitment to equality as well as helping to combat racism in schools and the wider community. As a result of our partnership with Show Racism the Red Card we have an ever growing number of teachers across the county who are increasing their knowledge and teaching skills in equality work and developing a culturally inclusive curriculum. We are following up this work by giving teachers the opportunity to share good practice by participating in local focus groups."*

**Angela Walford, Hertfordshire County Council**

*"Show Racism the Red Card has a proven reputation throughout the North East for working effectively with schools and young people to transform attitudes towards racism and promote community cohesion. We are proud to welcome the organisation into our schools and look forward to enjoying the range of activities and experiences which the Show Racism the Red Card team are providing for us."*

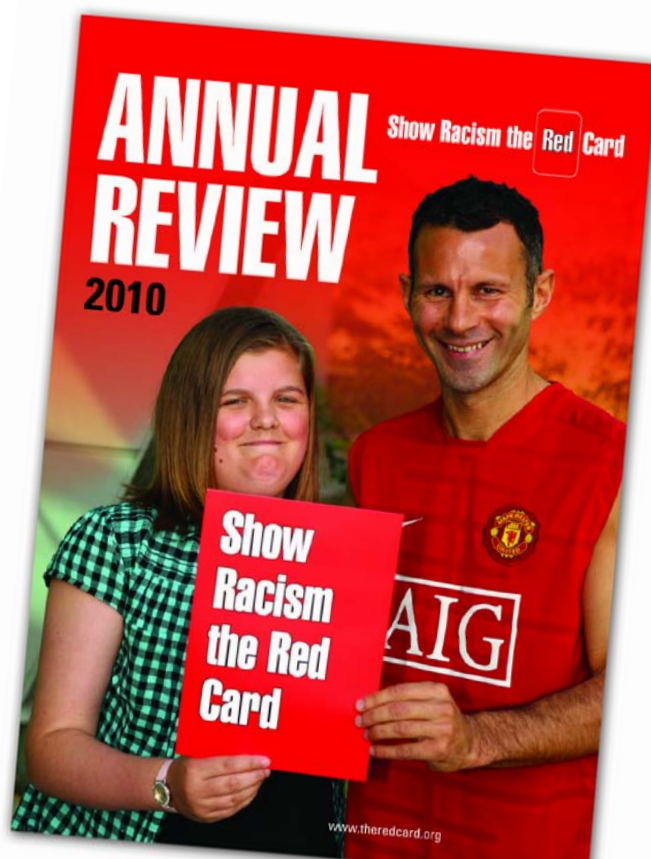
**Jane Walker, Northumbria County Council**

*"Neath Port Talbot are delighted to have a rigorous and highly beneficial partnership with Show Racism the Red Card. Teachers feedback has show that the former professional footballers are able to engage young pupil and are able to deliver interactive, anti-racism workshops to the highest standards. We have received real qualitative feedback of their work which shows the real benefits that areas that SRtRC have visited have gained; I feel that this has great benefit to community cohesion".*

**Karl Napieralla, Director of Education, Neath Port Talbot**

*"We regard the cost of the year's partnership with Show Racism the Red Card [as] money well spent. It is so important to educate everyone to detest racism in all its shapes and forms and we are very fortunate to have some excellent role models to deliver a mix of serious messages and fun and games to our schools."*

**Cllr Ian Jeffrey, Cabinet Member for Children and Young People's Services Redcar & Cleveland Borough Council**



## SPONSORSHIP OPPORTUNITIES

### TEAM POSTERS

Our sponsorship rates start at just £1,000 to sponsor a football club poster/event of your choice.

Your logo will be featured on all printed copies of the poster and you will receive 5,000 copies for your own distribution. You will be invited to send a representative along to the event to sit on a panel with current and professional footballers to discuss the issue of racism with young people from the local area.

There is no limit to the number of posters/events you can sponsor and we offer discounts on sponsorship packages of 5, 10 or more posters/events.

### REGULAR STANDING ORDER

We are supported by a number of Trade Union branches around the UK and have developed the following packages for branches to affiliate to the campaign.

All regular standing order packages include a minimum term of 12 months affiliation.

#### Package 1 - £10 per month

- Monthly Newsletter.
- Up to 500 posters of your choice.
- Annual Review.
- 10% discount off SRtRC educational resources.
- 1 x T-shirt or mug for your branch.
- Invites to SRtRC events.
- Affiliate logo for branch publications or website.

#### Package 2 - £20 per month

- Monthly Newsletter.
- Up to 1,500 posters of your choice.
- Annual Review.
- 20% discount off SRtRC educational resources.
- 2 x T-shirts or mugs for your branch.
- Invites to SRtRC events.
- Affiliate logo for branch publications or website.

#### Package 3 - £50 per month

- Monthly Newsletter.
- Up to 3,000 posters of your choice.
- Annual Review.
- 40% discount off SRtRC educational resources.
- 5 x T-shirts or mugs for your branch.
- Full set of SRtRC films and education packs.
- Invites to SRtRC events.
- Affiliate logo for branch publications or website.

## ONE OFF DONATIONS

#### Package 1 - £20/£25

- Monthly Newsletter.
- Up to 100 posters of your choice.
- Annual Review.
- Invites to SRtRC events.

#### Package 2 - £50

- Monthly Newsletter.
- Up to 200 posters of your choice.
- Annual Review.
- Invites to SRtRC events.

#### Package 3 - £100

- Monthly Newsletter.
- Up to 500 posters of your choice.
- Annual Review.
- Invites to SRtRC events.
- 10% discount off SRtRC educational resources.
- 1 x T-shirt or mug for your branch.

#### Package 4 - £500

- Monthly Newsletter.
- Up to 2,500 posters of your choice.
- Annual Review.
- 25% discount off SRtRC educational resources.
- 3 x T-shirts or mugs for your branch.
- Full set of SRtRC films and education packs.
- Invites to SRtRC events.

#### Package 5 - £1,000

- Monthly Newsletter.
- Up to 3,000 posters of your choice.
- Annual Review.
- 40% discount off SRtRC educational resources.
- 5 x T-shirts or mugs for your branch.
- Full set of SRtRC films and education packs.
- Sponsorship of an event at your local football club (where applicable).
- Invites to SRtRC events.
- Affiliate logo for branch publications or website.

## RESOURCES

*"The educational resources and DVD were a real asset when it came to delivering the campaign. I managed to put together a scheme of work that was rolled out to years 7-10 for a half term and for some classes longer as they were so hooked on the topic. It opened up so many opportunities for the pupils to learn about diversity and community cohesion. We have even had 2 diversity days as an extension off the SRtRC campaign! Thank you for your hard work, hopefully there will be more Football Club-School opportunities for schools in the Midlands in the future!"*

# Resources

available from [www.theredcard.org](http://www.theredcard.org)



## LATEST EDITION OF SRTRC MAGAZINE

**£1 EACH** Featuring interviews with top footballers.  
**Order 100 for only £30.**



## BADGES

**BUTTON BADGES** - 35mm, round, SRtRC badges with pin fastening available in packs of 100 **£20**

**PIN BADGES** - Square, metal pin badge available in packs of 100 **£40**

## WRISTBANDS

Single red SRtRC wristband **£1**



## MUGS

White SRtRC mug **£5**



## T SHIRTS

T shirts available in red, white and black.  
 Sizes S, M, L and XL. **£8** inc p&p

## POSTERS

See [www.theredcard.org](http://www.theredcard.org) for details

## SRTRC SUPPORTER'S PACK **£12**



**INCLUDES:** SRtRC T shirt, magazine, mini football, wristband, button badge and drawstring kit bag.

## SPECIAL OFFER

Islamophobia & A Safe Place double DVD box set + SRtRC Educational DVD

**£45**



## SPECIAL OFFER

Islamophobia & A Safe Place double DVD box set + SRtRC SCOTLAND Educational DVD

**£40**

SHOW RACISM THE RED CARD

## MAJOR SPONSORS:



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South Tyneside Council



North Tyneside Council



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[www.theredcard.org](http://www.theredcard.org)

## SHOW RACISM THE RED CARD (SOUTH EAST & EAST)

Bedford REC, 36 Mill Street, Bedford MK40 3HD.

Tel: 01234 219 481. email: [info@theredcard.org](mailto:info@theredcard.org)

[www.theredcard.org](http://www.theredcard.org)

## SHOW RACISM THE RED CARD SCOTLAND

The Pentagon Centre, Suite 311, Washington Street, Glasgow G3 8AZ.

Tel: 0141 222 2058. email: [info@theredcardscotland.org](mailto:info@theredcardscotland.org)

[www.theredcardscotland.org](http://www.theredcardscotland.org)

## SHOW RACISM THE RED CARD WALES

Room 22, 65 Penarth Road, Grangetown, Cardiff CF10 5DL.

Tel: 02920 340 422. email: [wales@theredcard.org](mailto:wales@theredcard.org)

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