



SEXUAL HEALTH WEEK SPONSORSHIP OPPORTUNITIES

Sexual Health Week

ARE YOU FEELING IT?

9-15 September 2024

ARE YOU FEELING IT?

Brook is a national charity that has supported people's sexual health and wellbeing for 60 years. We provide clinical services, education, training and support.

Sadly, young people's mental and sexual health are in sharp decline. That's why for Sexual Health Week 2024: Are You Feeling It? we will be shining a light on the inextricable links between mental health and sexual health and demonstrating the positive impact of early intervention.

THE CONTEXT

- STI rates are the highest they've been since records began
- Each week, 600 young people reach crisis point with their mental health
- 90% of girls regularly receive unwanted, explicit pictures or videos at school
- LGBT+ young people are experiencing increasing levels of bullying at school

WHY YOU SHOULD JOIN US FOR 2024

In our 60th year, demonstrate your commitment to being an ally for mental and sexual health by becoming a corporate sponsor of Sexual Health Week. You will be supporting our dedication to fighting for policy change, opening 3 new mental health hubs for young people, defending highly quality Relationships and Sex Education (RSE) and amplifying the voices of those whose mental and physical wellbeing have been affected by stigma.

A snapshot of our Sexual Health Week audiences from 2023:

- 57,000 young people tuned in to our Big RSE Lesson Live
- 44,000 social media followers were engaged
- 2500 safeguarding professionals attended our online events
- 4530 professionals downloaded our new resources
- 65 sector partners shared and amplified our messaging

SEXUAL HEALTH WEEK 2024 EVENTS AND CAMPAIGNS

We have an exciting calendar of activities lined up for Sexual Health Week 2024, and for our 60th anniversary celebrations. As part of Brook's commitment to improving Relationships and Sex Education, we are hosting a Big RSE Lesson Live (Brook's most recent Big RSE Lesson was broadcast live to 57,000 students and teachers in March this year, with another 53,000 people accessing the recording since).

We will be hosting an online thought leadership event, bringing together experts from across the sector, as well as publishing our own literature review on the inextricable links between sexual health and mental health. In addition, we will have a busy calendar of content planned across our existing and new channels, focusing on the core themes of how mental health intersects with sex, relationships, gender stereotypes, social media, race and LGBT+ identities.

We will also celebrate our own experts and bring together professionals from across the mental health and sexual health sectors to share their experiences, address the challenges they face, and provide tangible solutions to improve health outcomes.

SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSORSHIP

COST: £25,000

Headline sponsorship will enable your brand to be the prominent corporate partner of Sexual Health Week. As our headline sponsor, you will have:

- Multiple opportunities for brand recognition: References made to your brand in all Brook owned promotional opportunities i.e. "Sexual Health Week, in partnership with [your brand]".
- Prominent branding on the Sexual Health Week campaign page until July 2024
- Branding on Sexual Health Week activities including training resources, webinars and our Big RSE Lesson (last event reached ~127,000 people)
- A toolkit of bespoke branded social media assets
- Opportunity to provide a quote for our Sexual Health Week press release
- A dedicated partnership announcement and ongoing pre and post-event promotion through Brook's online channels

EVENT SPONSORSHIP

Alternatively, you can support the #SHW24 campaign by sponsoring one or a combination of any of the below events:

1. Brook's Big RSE Lesson Live

Cost: £15,000

This year's theme focuses on empowering young people to take care of their mental health and, in turn, support healthy decision-making when it comes to their sexual health and wellbeing.

The lesson is aimed at students in year 9 and above.

Our last Big RSE Live event reached a live audience of 62,113 students and teachers: reaching a further 65,800 accessing on-demand after the event (more than 127,900 in total).

As sponsor of Brook's Big RSE Live Lesson you will receive:

- Prominent branding on the Big RSE Live Lesson and its accompanying resources and promotional activities
- Prominent branding on Sexual Health Week campaign page
- A toolkit of bespoke branded social media assets
- Inclusion in Sexual Health Week press release, including an opportunity to provide a quote for the press release
- A dedicated partnership announcement and ongoing pre- and post-event promotion through Brook's online channels

2. Brook Learn Education and Training Resources

Cost: £6,000

Brook Learn is our online learning platform, featuring a suite of high-quality e-learning courses to support professionals delivering RSE and keep children and young people safe. We currently have 11 free Brook Learn courses and four premium, paid-for courses. Brook Learn currently has over 37,000 subscribers.

We are offering a unique opportunity to provide free access to teachers and other professionals to one of our premium Brook Learn courses. Your sponsorship will provide 100 free access codes for teachers or other professionals to participate in a premium e-learning course of their choice. As sponsor of Brook Learn education and training resources you will get:

- Branding on the Sexual Health Week campaign page
- Branding and promotion to our Learning Network mailing list of >15,000 professionals
- A toolkit of bespoke branded social media assets
- Inclusion in Sexual Health Week press release
- A dedicated partnership announcement and ongoing pre- and post-event promotion through Brook's online channels

3. Thought Leadership Event

Sponsorship cost: £5,000

An online thought leadership event chaired by Brook, bringing together high-profile experts from across the sexual health and mental health sectors to explore the intersections and complexities of holistic health and wellbeing. As a sponsor of a thought leadership event you will get:

- Branding on Brook website
- Branding on ticketing site and in all attendee communications
- Branding and promotion across Brook's social media channels and >13,500 newsletter subscribers
- A toolkit of bespoke branded social media assets

4. Parent Support Hub

Sponsorship cost for six months: £5,000

Sponsor our Parent Support Hub pages, a dedicated area of the Brook website that evidences the benefits of RSE, supports parents to continue discussing vital RSE topics at home, encourages them to reflect on their own experiences and provide useful tools to challenge common misconceptions about RSE. As sponsor of the Parent Support Hub you will also receive:

- Branding on the Parent Support Hub page for six months
- Branding on Sexual Health Week campaign page
- A toolkit of bespoke branded social media assets
- Inclusion in Sexual Health Week press release
- A dedicated partnership announcement and ongoing pre- and post-event promotion through Brook's online channels

Become a Sexual Health Week Patron

Cost: £1,000

Show your support for Sexual Health Week 2024 by becoming a Sexual Health Week patron. As a patron you will have:

- Your brand logo visible on dedicated Sexual Health Week webpage
- Pre- and post-event promotion on Brook social media

OUR REACH

Brook's online channels:

Monthly newsletter: >28,200 subscribers

Social media: >41,500 followers

8,000 monthly engagements

>500,000, monthly impressions

Website: 120,000 users per month

CONTACT US

For more information about all our sponsorship packages please contact:
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