



SHAPE

Sponsorship Opportunities



Foreward

Thank you for your interest in the SHAPE Programme and our sponsorship opportunity.

The SHAPE programme is a child's voice initiative which is expanding its growth in the community. By sponsoring us, you will be investing in the future of your community and supporting us to reach more young people, thus increasing social value and promoting your local business.

Who are we?

The SHAPE Team is a child's voice initiative launched in 2014 by Sandwell Council. The aim of the programme is to empower young people to make positive changes to the services delivered for them. The programme also supports the Council's agenda to become a child friendly borough by engaging and consulting with young people through positive activities and participation initiatives. This includes the following:

- SHAPE Your Talent – An opportunity for young people to showcase their skills in music, dance and entertainment.
- SHAPE Our Future Conference - An annual conference for children and young people who attend primary, secondary and special schools
- SHAPE Youth Forum – Takes place fortnightly and is made up of young people, aged 11-21 years from across Sandwell. It is one of the Council's key consultation mechanisms to engage with children and young people.
- UK Youth Parliament - We support the two elected Members of Youth Parliament representatives for Sandwell. Our support includes organising the election process and supporting the elected members with any activities led by the British Youth Council. The members represent Sandwell on a national stage.
- Anti-Bullying Roadshow – The Anti-Bullying training is developed in partnership with West Midlands Police and delivered for Primary, Secondary and alternative provision schools across Sandwell to reduce bullying. It takes place during the national Anti-bullying Week campaign.
- Annual SHAPE Survey – This online survey is sent to primary schools and secondary schools in Sandwell to capture the voice of children and young people with a series of questions on key issues affecting them. This data is used to inform how council and partner agency services are delivered. In 2024, we had over 2700 responses.

The initiative is governed by the SHAPE Strategic Board, whose members include many organisations, who work in partnership with SHAPE, across the borough including the NHS, West Midlands Police, West Midlands Fire Service, Schools and Colleges, and voluntary and community organisations.

We aspire to:

- Foster the development of future leaders.
- Build resilience in young people.
- Ensure all young people, irrespective of their background, can thrive in society.



Why Sponsor Us

- Associate your organisation with a Local Authority Child's voice initiative that has engaged with over 20,000 children and young people over a 10- year period.
- This is the only programme of its kind in the UK, dedicated to embedding child's voice across the local authority and partner organisations to ensure we achieve our vision that "Every Child's Voice Matters". The SHAPE Team's contribution towards child's voice has been recognised both regionally and nationally. The SHAPE programme was most recently a finalist for Community Engagement at the prestigious MJ Awards, recognising local government initiatives.
- Raise your profile amongst our local partner and stakeholder organisations.
- Invest in the future of young people within your community.
- Increase your social value.



www.facebook.com/JustYouthSandwell
2.8k followers
111,429 views



www.youtube.com/@shapeevents3296
360 subscribers
82,184 views

Social Media Statistics



www.instagram.com/shape_sandwell
982 followers
12,622 views (52.4% from non-followers)



www.justyouth.org.uk
19,000 Active Users
92,000 page views

If you are interested in any of our packages, please complete the online form and the SHAPE team will be in touch. for any further queries or more information email shape_events@sandwell.gov.uk

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What your sponsorship will provide



SHAPE Your Talent

Auditions - March 2026 and Final - Friday 26th June

- Marketing and publicity
- 1st, 2nd, 3rd and 4th place cash prizes for both the children's and youth category
- Trophies
- Banners for stage



SHAPE Our Future Conferences

Primary and Secondary conferences - April 2026

- Youth development speakers and organisations to deliver educational workshops
- Lunch for the children and young people attending
- Conference merchandise



SHAPE Youth Forum

Bi-weekly meetings

- Leadership and development skills training
- Educational workshops, team working residentials
- Regional and national events attendance
- 2 youth recognition events



UK Youth Parliament Elections

January to February 2026

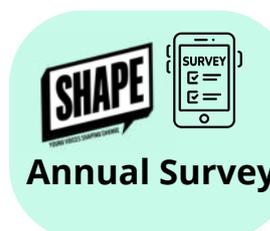
- Printing of ballot papers for voting
- Announcement event
- Regional convention's and house of commons visit for elected Members of Youth Parliament
- Funding towards youth led borough wide campaigns



Anti-Bullying Initiative

November 2026

- Marketing and publicity
- Training sessions for school staff
- Development of anti-bullying resources



Annual SHAPE Survey

April to July 2026

- Further research into findings of the survey
- Development of creative approaches to present the information to young people
- Production of a youth-friendly report



Gold - £2000

You will be the main sponsor for this event. This package includes:



- Posters for SHAPE Your Talent in New square shopping centre featuring company logo
- Posters for SHAPE Your Talent in JCD boards across Sandwell featuring company logo
- All trophies for SHAPE Your Talent to be produced with company logo (Please note: Sponsorship must be confirmed by March 2026)
- 10 seats at the SHAPE Your Talent final at Sandwell College
- Announcement of sponsorship in all press releases, including company name (subject to availability in local press)
- Dedicated social media post promoting you as our main sponsor on all SHAPE social media platforms
- Two company banners (size 215cm x 73cm) displayed at SHAPE Your Talent final. The banner will be designed by you and produced by the SHAPE team
- Special mention in SHAPE Annual Report and Newsletter circulated to more than 1,000 Sandwell Council and external partner agency contacts
- Company flyer (provided by your company) included at the SHAPE Your Talent Programme at the final

Silver - £1000

This silver sponsorship package includes:



- Posters for SHAPE Your Talent in New square shopping centre featuring company logo
- Posters for SHAPE Your Talent in JCD boards across Sandwell featuring company logo
- 10 seats at the SHAPE Your Talent final at Sandwell College
- Announcement of sponsorship in all press releases, including company name (subject to availability in local press)
- One company banner (size 215cm x 73cm) displayed at SHAPE Your Talent final. The banner will be designed by you and produced by the SHAPE team
- Special mention in SHAPE Annual Report and Newsletter circulated to more than 1,000 Sandwell Council and external partner agency contacts
- Company flyer (provided by your company) will be included at the SHAPE Your Talent Programme at the Final

Bronze - £500

This bronze sponsorship package includes:



- Posters for SHAPE Your Talent in New square shopping centre featuring company logo
- Posters for SHAPE Your Talent in JCD boards across Sandwell featuring company logo
- 5 seats at the SHAPE Your Talent final at Sandwell College
- Announcement of sponsorship in all press releases, including company name (subject to availability in local press)
- Special mention in SHAPE Annual Report and Newsletter circulated to more than 1,000 Sandwell Council and external partner agency contacts
- Company flyer (provided by your company) will be included at the SHAPE Your Talent Programme at the final





SHAPE

