PARTNERSHIPS AND SPONSORSHIP

Help put children at the centre of community life

An invitation to organisations that want to protect children's rights and freedoms, starting in the earliest years, and support the conditions children need to flourish.



EARLY YEARS | CHILDHOOD | ADOLESCENCE

Illustrative campaign imagery

A national day with local roots

Rooted in young children's rights and freedoms, NCDUK has brought families, schools, early years settings and organisations together since 2014 to celebrate childhood.

For children and young people from birth to 18, the day invites every community to find its own way to take part.

www.nationalchildrensdayuk.com

What your support makes possible

Sponsorship can help sustain campaign coordination, keep resources freely available and make it easier for communities to hear young voices and turn celebration into continuing action.

Now convened by the Flourish Project C.I.C., NCDUK connects the joy of childhood with a shared commitment to its future.

WAYS TO PARTNER

Suggested contributions for the 2027 campaign. We will agree the scope, recognition and delivery schedule with each partner before confirming sponsorship.

SUPPORTING PARTNER

£5,000

Help keep the campaign accessible to communities across the UK.

- A linked logo and short acknowledgement on the NCDUK2027 website.
- An agreed sponsorship announcement and campaign-period social acknowledgement.
- Permission to acknowledge your support using approved NCDUK2027 branding.

CORE PARTNER

£10,000

Play a larger role in supporting the national campaign.

- Supporting Partner recognition, with more prominent website placement.
- A partner profile of up to 200 words and an agreed communications plan.
- Recognition on selected campaign materials and a summary of activity and available audience data.

STRATEGIC DEVELOPMENT PARTNER

Contribution and scope by agreement

Explore a deeper partnership that helps shape future campaign development, resources or communications. We will build a realistic proposal around shared aims and the capacity to deliver.

A partnership with purpose

We welcome financial support, practical expertise and help sharing the campaign. Smaller or in-kind contributions can be discussed individually. Partnerships must align with children's wellbeing and respect the campaign's independent voice.

Benefits apply to the agreed 2027 campaign period. Media coverage, audience size and category exclusivity are not guaranteed. The agreement will confirm deliverables, payment terms and any applicable VAT.

Please email **harriet.broadfoot@flourishproject.net** to discuss sponsorship opportunities for NCDUK2027.

www.nationalchildrensdayuk.com