



Port Sunlight
VILLAGE TRUST

BECOME A
CORPORATE
PARTNER

REGISTERED CHARITY NUMBER: 1074713



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Who we are

Port Sunlight was declared a conservation area in 1978. It contains more than 900 Grade II listed buildings in 130 acres of parkland and gardens. It is also home to a thriving community and welcomes hundreds of thousands of visitors a year. It is important to strike a balance between the past and the present, which is where Port Sunlight Village Trust comes in.

Port Sunlight Village Trust (PSVT) is an independent charitable trust responsible for preserving and promoting the village. Set up by Unilever in 1999, the Trust works with Port Sunlight's residents to create a self-sustaining village for all who live, visit and work here.

With the support of your organisation, together we can continue to make the village an inspiring place to live, visit and work for everyone.



What we do

We have been responsible for the preservation and promotion of the Port Sunlight Conservation Area since our founding by Unilever in 1999. An independent charitable trust, we care for all the village's parks, gardens, monuments and memorials, as well as most of the public buildings and nearly a third of the houses.

PSVT also runs Port Sunlight Museum (incorporating Bridge Cottage, the Worker's Cottage and SoapWorks) which celebrates the unique heritage of the village, including its development, architecture, people and landscapes.



We present special exhibitions, events, learning programmes, and volunteering opportunities. These activities and facilities are all underpinned by a historical collection and archive.

How you can help

PSVT now spends more than £3 million each year, on building maintenance, conservation projects, landscape maintenance, and lifelong learning programmes. These are funded through grants, charitable donations, and income from property rentals, museum admissions, and retail sales. Every penny raised through commercial activities is reinvested back into the village.

By joining PSVT as a Corporate Partner, you can directly help a cause close to your organisation's heart and make a lasting impact.

Through one off donations, pledging to one of our sponsorship tiers, volunteering or a way bespoke to your business, we can can work together to make a monumental difference.



Sponsorship Tiers

Bronze - £500 + VAT (per year)

- Team Building Walking Tour delivered by our team
- Online representation on our website, social media and digital newsletters
- Regular news updates via our email newsletter + 20 copies of our Gazette every quarter.
- Invitation to an annual supporter event

Silver - £1000 + VAT (per year)

- All benefits of Bronze
- Logo on one of our Landscape Team's EV vehicles (shared placement)
- Recognition in our annual report
- Highlighted in one seasonal newsletter



Gold- £2000 + VAT (per year)

- All benefits of Silver
- Bespoke or themed Team Building walking tour
- Logo on one EV vehicle
- Dedicated social media post announcing sponsorship
- Company name and logo on website with link
- Acknowledgement in PSVT press releases
- Optional co-branded photo op with the landscaping team

Diamond - £5000 + VAT (per year)



- All benefits of Gold
- Logo on three EV vehicles
- Logo featured at PSVT events (banner/signage)
- Feature story in our newsletter and local press releases
- Acknowledgement in PSVT press releases
- Opportunity for on-site team volunteering days or collaborative PR

Platinum - £10,000 + VAT (per year)

- All benefits of Diamond
- Exclusive branding opportunity across all 5 vehicles
- Custom media package including press, photo session, and video
- Premier listing on PSVT website as Platinum Partner
- Recognition plaque at PSVT headquarters
- Bespoke partnership development, including community engagement projects and joint PR opportunities



Whatever your corporate goals or budget, our fundraising team can work with you to create a package that is mutually beneficial for everyone and put's your business at the centre of making a positive change in our community.

How to fundraise

Partnering with PSVT gives your business the opportunity to create a lasting impact and help us create a lasting legacy that has persevered since 1888.

As a corporate partner, your fundraising efforts can inspire employees, engage customers, and strengthen your brand while supporting a cause that matters.

Every business is unique which means there are so many unique and fun ways you and your employees can get involved!



Employee engagement campaigns

- **Office challenges:** Organize team-based competitions such as step-count challenges, trivia nights, or fitness goals, with entry fees donated to the cause.
- **Payroll giving:** Allow employees to contribute directly from their salaries, with the company optionally matching donations.
- **Volunteer days:** Encourage teams to give their time to fundraising events, creating both impact and team bonding.
- **Creative fundraisers:** Bake sales, dress-down days, or themed office events can generate funds while building workplace culture.



Customer-facing initiatives

- **Point-of-sale campaigns:** Offer customers the option to round up their purchase or add a small donation at checkout.
- **Cause-related products:** Launch limited-edition items or services where a portion of sales supports PSVT.



- **Loyalty programme integration:** Allow customers to convert loyalty points into donations.
- **Awareness drives:** Use packaging, receipts, or in-store displays to highlight fundraising opportunities.

Corporate events

- **Charity galas and dinners:** Host formal events where ticket sales, auctions, and raffles contribute to fundraising goals.
- **Sports tournaments:** Organize golf days, football matches, or cycling events that bring together employees, clients, and partners.
- **Auctions and raffles:** Offer donated goods, experiences, or services as prizes, with proceeds going to the cause.
- **Networking events:** Combine professional development with fundraising by charging entry fees that support the partnership.



Digital fundraising

- **Online donation drives:** Create branded fundraising pages where employees, customers, and suppliers can contribute.
- **Social media campaigns:** Share stories, challenges, and impact updates to encourage donations and participation.
- **Virtual events:** Host gaming marathons, webinars, online concerts, or digital conferences with ticket sales supporting the cause.



Seasonal and themed fundraising

- **Holiday campaigns:** Tie fundraising to festive seasons with themed events or product promotions.
- **Awareness weeks:** Align campaigns with national or international awareness days relevant to the cause.
- **Annual giving drives:** Establish recurring fundraising traditions that employees and customers look forward to each year.



How we can help you

At Port Sunlight Village Trust, we believe that corporate partnerships thrive when businesses and communities come together. We provide tailored support to help your company meet its fundraising ambitions while creating memorable experiences for employees, clients, and customers.

Strategic guidance

- **Tailored campaign planning:** We work with you to design fundraising initiatives that align with your brand values and business objectives.
- **Goal setting and measurement:** Our team helps establish clear targets and provides tools to track progress and impact.

Event collaboration

- **Venue access:** Host your fundraising events in the unique heritage setting of Port Sunlight Village, from historic halls to outdoor spaces., visit and work for everyone.

- **Event management support:** We can advise on logistics, suppliers, and programming to ensure your event runs smoothly.
- **Community engagement:** Incorporate local heritage and culture into your events to create distinctive experiences.

Employee and customer engagement

- **Volunteer opportunities:** Encourage staff to participate in fundraising activities, strengthening team spirit and social responsibility.
- **Storytelling resources:** We provide materials, case studies, and impact stories to help you communicate the difference your fundraising makes.
- **Marketing support:** Collaborate with us on joint campaigns, social media promotion, and press coverage to amplify your reach.

Recognition and impact

- **Celebrating success:** We highlight corporate partners' achievements through our newsletters, website, and events.

- **Demonstrating impact:** We share updates on how funds raised are used, ensuring transparency and reinforcing the value of your support.

With the support of your organisation, together we can continue to make the village an inspiring place to live, so...

Let's get started!

Contact our Fundraising Team today to talk about how you can create a **MONUMENTAL DIFFERENCE** at Port Sunlight Village while growing your business, motivating your team and working with the local community.

Email m.westcott@portsunlightvillage.com

Call 07927535418

Visit www.portsunlightvillage.com

or pop in for a chat to Port Sunlight Museum, 23 King George's Drive, Port Sunlight CH42 6DX



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