

# PARTNERSHIP PROPOSAL

SWEAT | PLEDGE  
PLEDGE | SWEAT  
INSPIRE

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## Introduction

Did you know there's a **magical liquid** that can increase our energy and confidence, relieve stress, create a greater work/life balance and help us achieve things we never thought were possible? That magical liquid is something we even produce ourselves, so it's totally free! It is, of course, SWEAT!

There's an old saying that goes: "Horses sweat, gentlemen perspire and women glow." At Sweat Pledge, we think that's a load of twaddle. We're all for sweating and reaping the rewards of our labour, and we want to share that amazing feeling. In fact, that's what we're all about (the clue is in the name).

### Sweat Pledge is the brainchild of athlete and Guinness World Record holder Kajsa Tylan

In 2016, Kajsa set a new Guinness World Record for the furthest distance cycled in a year by a woman, with a distance of 52,025 km, or 32,326 miles. Rather than raise money for a charity that encourages activity, she decided to encourage people to make **donations of sweat** instead, and during the year she encouraged hundreds of people to be more active and achieve their physical goals.

### So what, exactly, is Sweat Pledge?

A Sweat Pledge is a commitment to a fitness goal. The best thing about the pledge is that it can be made in support, and to motivate, another person, which gives them an extra boost, knowing that the sweating they're doing is inspiring others.

- 🚴 First, we set a **Pledge** - our fitness goal.
- 🚴 Then we **Sweat** - train for it.
- 🚴 Then we **Inspire** - by achieving our goal, or even just by training for it, we inspire others to start their own journey.

### [sweatpledge.com](https://sweatpledge.com) continues that positive cycle of pledge, sweat and inspire

When you sign up, you will have the opportunity to say who inspired you on your fitness journey, then make your pledge and upload photos, milestones and blog posts which show your progress. As you work to achieve your goal, you will be inspiring other people which will help you spur yourself on too!

### The life-changing, world-changing power of sweat

Now, for the more serious stuff: whatever your age, there's strong scientific evidence that being physically active can help us lead healthier and even happier lives. Our Sweat Pledge members all have different interests and ability levels, but we're all passionate about exercising like our lives depend of it – because, erm, they do. It's medically proven that people who do regular physical activity have:

- |  |   |
|--|---|
| 🚴 up to a <b>50%</b> lower risk of type 2 diabetes | 🚴 up to a <b>68%</b> lower risk of hip fracture         |
| 🚴 up to a <b>50%</b> lower risk of colon cancer    | 🚴 a <b>30%</b> lower risk of falls (among older adults) |
| 🚴 up to a <b>20%</b> lower risk of breast cancer   | 🚴 up to a <b>30%</b> lower risk of depression           |
| 🚴 up to an <b>83%</b> lower risk of osteoarthritis | 🚴 up to a <b>30%</b> lower risk of dementia             |

[Source: [www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx](https://www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx)]

A 2017 study by the British Heart Foundation found that more than 20 million people in the UK are physically inactive. Our mission is to get adults active and to feel good about themselves, in order to set a good example for the next generation. **After all, if it was the norm for every adult to go running 3-4 times a week, or cycle to work every day, wouldn't it also become the norm for their children to grow up to do the same?**

## Join the revolution!

### How we can work together

#### Financial sponsorship

As a financial sponsor, you can help us grow and enhance our services further and inspire even more people to get active and dream bigger. But we know that sponsorship isn't just a one-way street; you scratch our backs, we'll scratch yours (don't we all love a cliché?) – we can offer you a wide range of **dedicated services** and **unique marketing opportunities**.

#### Merchandise sponsorship

Our members are very motivated to work towards their fitness goals (most of the time, at least), but we all appreciate the odd freebie. We're looking for high quality, relevant products to use as **competition prizes and rewards** to help our hard-working Sweat Pledgers celebrate their awesomeness.

#### Cross promotion

We can offer you access to a growing database of active, enthusiastic members to who would love to hear all about **your amazing products and services** through our online and social channels. We're very picky about who we choose to work with, and only support brands that match our ethos and are committed to helping people live healthier lifestyles – that means you!

#### Motivational speaking

Having done a number of talks in rooms of various audiences, and even a **TEDx talk** in November 2017, Kajsa is well-versed in speaking to large crowds. She shares her experiences from her year of cycling and provides tips and advice on how to set goals and, most importantly, achieve them.

#### Sweat Pledge workshops

Kajsa, or one of our other Sweat Pledge champions, can come and run an interactive session on **goal setting** and encourage you and your teams to get out of their comfort zones and set their own challenges – physical or otherwise.

#### Colleague engagement

With dedicated communications and messaging, we can get your colleagues sweating – and **improving their health, self-esteem and productivity** while they're at it. We can help them relax and unwind, create that essential work-life balance, and increase their confidence and self-belief by showing them how they can realise their physical goals.

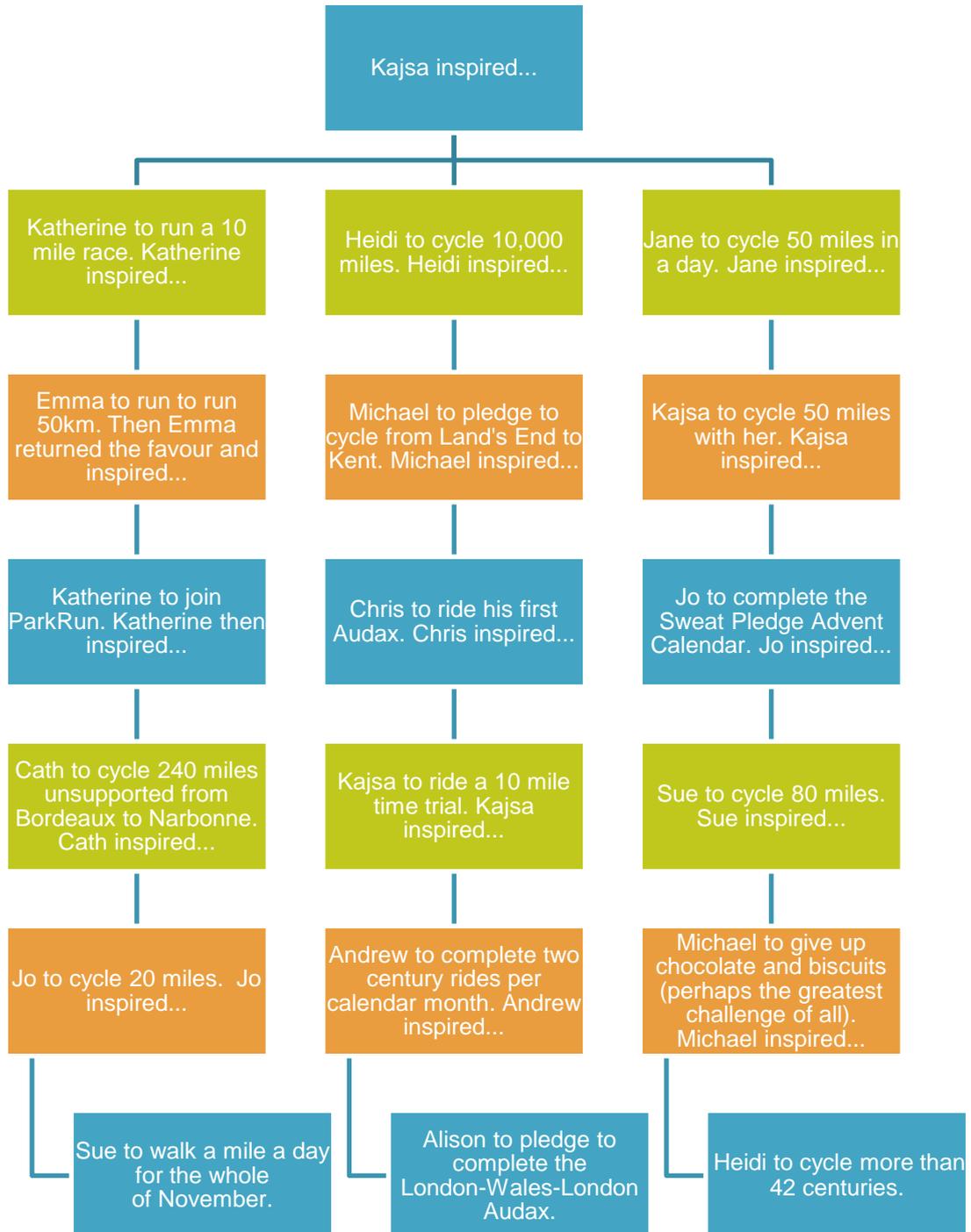
We can set up a page just for you and your company, just to make you feel extra special, and provide the materials you need to help get them on board.

## Our values

We are committed to helping people improve their lives through challenging themselves and increasing their level of physical activity – and we believe in having fun while doing it (sometimes to the point of ridiculousness if we're being completely honest). We're looking for partners who share our passion and playful attitude, and who follow their own strong ethical code.

It has been suggested by a few grumpy individuals that we should change our name – apparently some people think that sweat is 'gross' and don't like to be reminded of it. We're passionate about being **body positive** and changing these negative perceptions – sweating is natural and healthy, and we want to make the word less taboo.

How it works: Sweat Pledge in action



... and so on, and so on, and so on... the cycle continues...

## Why this venture will be a success

### The power of the pledge

Countless studies show the importance of peer motivation, accountability and setting clear, achievable goals as key to getting fit. The American Society of Training and Development (ASTD) did a study on accountability and found the following statistics:

The probability of completing a goal if:

- You have an idea or a goal: 10%
- You consciously decide you will do it: 25%
- You plan how you will do it: 50%
- **You commit to someone you will do it: 65%**

### Unique concept

There are many websites out there that promise to help motivate their users, and most do indeed do just that. However, Sweat Pledge is unique in its ability to keep a track of the **network** that is created through peer inspiration and in its ability for users to motivate by literally joining in, rather than just 'liking' or giving kudos.

### A complement or an alternative to charity fundraising

People often take on a challenge in order to raise money for their chosen charity, and Sweat Pledge can be a great addition to that, for those who are motivated to getting others off the couch and active. Equally, Sweat Pledge can give a different focus to a challenge and is perfect for those who just want to be **a good role model** or feel uncomfortable asking for charity donations.

### Living the reality

The concept has been proven to motivate individuals, as could be seen during Kajsa's record-breaking year. The team that are driving this venture are **living proof** that the most inspiration people get are from their immediate network, rather than celebrities and sports stars.

### Marketing and media exposure

There is a marketing strategy in place that includes:

- 🚴 An ambassador programme
- 🚴 Press releases
- 🚴 Newsletters
- 🚴 Online articles and blogs

- 🚴 Social media – Sweat Pledge is active on Twitter, Facebook, LinkedIn and Instagram
- 🚴 Events
- 🚴 Search Engine Optimisation

### Previous media coverage

We have faith that our marketing and media plans will work, because we've done it before – when Kajsa was on her Guinness World Record-breaking journey, she received coverage in a variety of **national and international** publications and sites, including BBC News and The Telegraph.

### An active network of Sweat Pledgers

We have a **rapidly growing**, sweaty community of over 300 registered members, over 100 Instagram followers, 285 Twitter followers and 250 Facebook fans. Kajsa herself has 2,148 Twitter followers, 613 Instagram followers and 457 LinkedIn connections.

## The team

The team that is at the heart of this venture is **passionate**; we have years of successful projects under our combined belts, so we really have the **experience** to make this work.

### Kajsa Tylén

Kajsa is responsible for the overall delivery of this project. An IT professional since 1997, she is now a Business Analyst by trade, and has worked on countless software developments and implementations. Her specialty is capturing client requirements and ensuring that those requirements are delivered at the end of the project. She has previously also run her own business so understands all aspects of this new venture.

Her previous achievements include:

-  Cycling every day for a year
-  Summited Kilimanjaro (Aug 2012)
-  Amsterdam Marathon (Oct 2008)
-  Outlaw Half Triathlon (June 2013 & May 2015)
-  Ironman Sweden (Aug 2014 and Aug 2015)
-  Solo 2-week tour of Japan on a bicycle (April 2014)
-  Various sportives (2014)
-  Olympic distance triathlon (2013)
-  Various sprint distance triathlons
-  10K races
-  Half Marathon races
-  Three bungee jumps (despite being terrified of heights!)

### Hayley Sleigh

Hayley is a Nottingham-based marketing and communications consultant who has been working with Sweat Pledge since February 2018. She has a decade of experience and has previously worked on successful initiatives to help large numbers of people improve their health, including the corporate partnership between Boots UK and Macmillan Cancer Support. Hayley also writes blog about health and wellbeing called 'Sleep. Sweat. Slay.'

### Tim Ryan & James Deacon (Volute Web Design)

Volute Web Design is a local Nottingham business run by Tim Ryan, who Kajsa has worked with on a few occasions since 2009. He and his web developer, James, are committed to ensuring that sweatpledge.com will be built according to specification.

### Katherine Wilson (Number 8 Marketing)

Katherine is a close friend of Kajsa's who runs a successful marketing company and who herself pledged an increase in her running mileage in support of Kajsa during her GWR attempt. She is also a Sweat Pledge Ambassador.

### Scott Hingley & Jo Sculpher (Touch Design)

Another experienced team, this one of graphic designers, are helping Sweat Pledge to really come alive. The brief was to produce something fresh and unisex that can appeal to a wide cross section of the population. Touch Design boasts their own running club in addition to being highly talented designers.

### Cath Rodkoff

The star of a Nottingham This Girl Can campaign and an Operations Director for a large company, Cath provides an alternative point of view and is heavily involved in helping to bring ideas to life. Cath has pledged to get fit and healthy enough to cycle from Land's End to John O'Groats in 2018. She is also a Sweat Pledge Ambassador.

### Jonathan Cross (PWP Communications)

A public relations consultant, Jonathan is ensuring press releases and other communications are succinct and timely. He is also an avid runner – you can nearly guarantee bumping in to him at Parkrun every Saturday.

### Tina Tylén

Tina supported Kajsa on her record-breaking year and continues to be involved in sweatpledge.com.

## Levels of sponsorship available

<b>Yearly contribution</b>	<b>Level 1 £500</b>	<b>Level 2 £1000</b>	<b>Level 2.5 £2500</b>	<b>Level 3 £5000</b>	<b>Level 4 £15000</b>	<b>Level 5 &gt;£20000</b>
Number of newsletters	1	2	3	4	8	12
Logo and link on Partnership page on website	Yes	Yes	Yes			
Logo, link and write-up on Partnership page on website				Yes		
Entire page and write-up on website					Yes	Yes
Permission to use project in your written and online communication	Yes	Yes	Yes	Yes	Yes	Yes
Announcement of partnership on Sweat Pledge website and social media	Yes	Yes	Yes	Yes	Yes	Yes
Joint press release announcing partnership to be issued in collaboration with your Communications team				Yes	Yes	Yes
Number of yearly posts on Facebook, Twitter and Instagram	3	6	9	12	20	24
Number of yearly posts on Linked In	2	4	5	6	8	12
Your logo on Sweat Pledge merchandise						Yes
Lunchtime meet-and-greet with your teams			Yes	Yes		
Motivational talk by Kajsa (excl. expenses if >50 miles)					1	2
Sweat Pledge workshop for your club or company					1	2
Employee engagement and support						Yes
Provision of promotional materials (e.g. posters) for your workplace			Yes	Yes	Yes	Yes

The levels here are a guide – we are more than happy to discuss your company’s individual needs and what we each have to offer. Please get in touch if you would like to request more information about pricing for individual workshops and motivational talks.

## Where will the money go?

The vision for Sweat Pledge is vast, and we're constantly coming up with ideas for new functionality. So far, the roadmap looks like this:

- 🚴 Website newsfeed (currently in progress) - lets users see new pledges, activities, blogs, etc.
- 🚴 Premium membership
- 🚴 Sweat Pledge Challenges
- 🚴 Rewards
- 🚴 Events
- 🚴 Pages for clubs and companies
- 🚴 Links to 3<sup>rd</sup> Party apps, e.g. Strava, MapMyRun, etc.
- 🚴 Find a training partner
- 🚴 Visual inspiration network
- 🚴 Connectivity to social media platforms
- 🚴 Automatic progression of Sweat Pledges

## Next steps

If you want to get on board, let's get our people together and talk about how we can add some all-powerful sweat to your corporate values.

We look forward to sweating with you.

## Get in touch

Kajsa Tylén

Founder

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