

# The Story Project



Sponsorship options



Website  
[www.story-project.co.uk](http://www.story-project.co.uk)

**The** **STORY** **PROJECT**

# Inspiring children and families through the power of story



## About Us

The Story Project was founded on a simple but powerful belief: every child deserves to feel seen, understood, and inspired.

We:

- Curate diverse, high-quality books that open up conversations about friendship, identity, family change, grief, and more.
- Train teachers to use these stories to build children's reading confidence, emotional literacy, and resilience.
- Provide ongoing support so schools can embed story-led learning as part of everyday classroom life.

"It's the most impactful initiative I've seen in 25 years of teaching."

— Deputy Headteacher, Bradford Primary School

### Why this matters

Across the UK, children are struggling with both literacy and wellbeing. Too many are leaving primary school without the reading confidence they need, and at the same time, children's mental health challenges are rising.

Stories can change this. When children see themselves in a book, it helps them feel understood, sparks empathy, and gives them the language to talk about their emotions. By supporting The Story Project, you'll be investing in children's futures, helping them grow in confidence, build resilience, and thrive.

# Sponsorship opportunities

Your support will allow us to expand our schools programme into more communities, providing children with the books and support they need. We offer different levels of partnership; some examples are below. Each creates measurable impact while offering meaningful benefits for your company and employees.

## Story Partner – £20,000

Support for 10 schools (approx. 2500 children)

What your support could achieve:

- Onboarding and training for 10 schools
  - Around 420 diverse, high-quality books provided
  - Two years of ongoing support for teachers and pupils
  - Dedicated relationship manager
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- What you'll receive:
  - Recognition on The Story Project website
  - Acknowledgement to schools supported
  - Impact update highlighting the difference your support has made
  - Storytelling assets (quotes, photos, and stats) to share in your own communications



# Sponsorship opportunities

## Impact Partner - £75,000

Support for 50 schools (approx. 12,500 children)

What your support could achieve:

- Onboarding and training for 50 schools
- Around 2,100 books provided
- Two years of ongoing support
- Dedicated relationship manager

What you'll receive:

- Recognition on The Story Project website with logo placement
- Acknowledgement to schools supported
- Bespoke wellbeing workshop for your employees on using books to support their children's wellbeing
- Press release and blog post announcing the partnership
- Opportunities for employee engagement through volunteering in schools and at community events
- Impact report tailored to your partnership



# Sponsorship opportunities

## Transformational Partner - £140,000

Support for 100 schools (approx. 25,000 children)

What your support could achieve:

- Onboarding and training for 100 schools
- Around 4,200 books provided
- Two years of ongoing support
- Dedicated relationship manager

What you'll receive:

- Recognition as a lead partner on The Story Project website and materials
- Logo recognition on selected programme resources
- Two bespoke wellbeing workshops for your employees
- Joint press release/blog post and case study showcasing impact
- Certificate/recognition materials to display your support
- Opportunities for staff volunteering and creative engagement at scale
- Tailored annual impact report with storytelling assets for your CSR/ESG reporting
- Option to co-create new resources on critical social themes (e.g. diversity, resilience, mental health)



# Let's build this together

This isn't just sponsorship; it's a partnership that changes lives. Together, we can help thousands of children feel seen, understood, and inspired, while also creating opportunities for your staff and showcasing your commitment to communities. We'd love to explore how this partnership could be shaped to align with your values and ambitions.

Contact [fiona@story-project.co.uk](mailto:fiona@story-project.co.uk)

