

THE WEMBLEY TO SOWETO FOUNDATION AND LEICA COLLABORATION

Impact Brief For Sponsors

USA Autumn 2023'

Leica



Aside from all the benefits of being a part of something which changes the lives of historically disadvantaged young people there are many ways we can demonstrate the hugely positive impact facilitated by sponsors of this historic project.

1. Visibility in print press and TV media. We already have guaranteed participation from The Guardian, The BBC, CBS 60 Minutes as well as US Media both National and Regional. We will also include much of our ongoing work in a feature documentary currently in production, outlining the extraordinary journeys taken by a selection of our former and current students - from former Child Soldiers to ex-LA gang members and everything in between! And, of course, we will document everything on the US project for a stand-alone piece concentrating on where the young people come from and what they go on to achieve.
2. Every exhibition, of which there will be many, will have placards thanking sponsors for their invaluable support throughout the project.
3. Speakers at such exhibitions can include personnel from participating bodies, who may like to talk about their commitment to projects such as these and the mutual benefits to the charity and to their own companies.
4. All the students will be filmed outlining how the project has afforded them a voice to express themselves, giving them confidence and explaining how the support they've been offered has helped to change their lives. All sponsors will be able to use these endorsements for PR purposes – and we would be happy to support with any future CSR objectives.
5. All this has more longevity than traditional advertising because our courses are built to be sustainable. Student photographers become so proficient they regularly progress to becoming teachers. The images future students take are constantly published in books and furthermore prints are regularly sold to generate funds for further projects. All sponsors will be credited in such publications.
6. The collaboration of our sponsors and these youngsters will produce meaningful art as they document the struggles but also incredible hope in their communities. The images produced by our students, many of whom have never seen a camera before their program starts, are of incredible creative quality.
7. A presentation given by the students who benefit from the cameras will be offered to employees of the funding bodies at a suitable venue. In our experience thanking the very people who helped make the project happen is inspirational and an incredible morale booster!
8. To be honest, the possibilities are endless. Our sponsors would forever have access to a repository of photographs taken by young people whose lives would not have been changed had it not been for the generosity of our funders. Consequently, sponsors would have ambassadors both in these young photographers and their contemporaries who they go on to teach. Of course, branding would be prominently displayed on all promotional material that surrounds the project and exhibitions that spin off the course.
9. Above all this is a collaborative project so we will welcome any ideas that contributors have and will be happy to offer any exposure we can.