**SOGB Fullers Corporate Partnerships Manager - Background**

Building powerful, purpose-led partnerships is essential to delivering lasting change. A key pillar of this is our long-standing relationship with Fuller, Smith and Turner. As a valued corporate partner since 2018, we are now looking to deepen this collaboration—leveraging community connections, sport for development, and innovative networking and fundraising opportunities to drive greater social impact through both Special Olympics GB (SOGB) and Fuller, Smith and Turner (Fuller’s). This will be achieved through:

**SOGB & Fuller’s Community Network**

Fuller’s have over 5000 employees across 185 managed businesses. Our task is to create community connections between Fuller’s establishments and our network of SOGB accredited programmes by linking in with our network to drive new initiatives within Fuller’s sites, ensuring these strategic objectives and engagement opportunities are developed whilst demonstrating measurable impact. This will include:

* **Fuller’s Community fund:**  To build this network between Fuller’s employees and SOGB clubs/programmes, a new fund will be created for our athletes, volunteers and families to utilise at Fuller’s sites. This activity will be driven in the following ways:
  + **Family Networks Hubs:** Monthly dedicated space at local Fuller’s pubs specifically for Special Olympics GB families to build vital support networks and combat isolation.
  + **SOGB Monthly Fundraising:** To drive awareness for the partnership, bring in business and raise money for the charity, monthly fundraisers (dependent on a site’s availability) to be held.
  + **SOGB Club Programme Meet ups:** Dedicated monthly space at Fuller’s pubs for club committee meetings, team socials, and inclusive community engagement.
* Provide Fuller’s employees with access to Challenge and Event places(eg: London Landmarks Half marathon, Brighton Marathon etc…) and bespoke support to engage in these events.
* SupportingFuller’s employees to engage with volunteering at SOGB Competitions.
* Lead and deliver, in conjunction with the Fuller’s PR team, the activation of the Fuller’s mass participation charity days, The Annual Bridge Walk and Unified Football Tournament.

**SOGB & Fuller’s Football Development**

Fuller’s will sponsor SOGB’s football development offering and delivery through:

* **Growth of Football Competition:** A key pillar of our football development is the expansion of football participation using competition as a focus and we will ensure that Fuller’s are central within the delivery of this:
  + **Branding -** Creation of Fuller’s x SOGB collaborative branding across the development of the football offering (logo lock-ups, pitch side boards, match tops etc…).
  + **Volunteering –** With the delivery of the competitions, ensure Fuller’s employees have the opportunity to volunteer in the delivery of the sport.
  + **Communications -** ensure that all communications being sent out externally for the new competitions have Fuller’s ingrained within.
* **Exploring new opportunities –** Whether it’s a new unified sport competition involving Fuller’s employees and our athletes, or using Fuller’s establishments as “Football Hubs”, we will ensure that Fuller’s employees are given the opportunity to grow and help deliver football within GB.
* **Fuller’s Football Exhibition:** Fuller’s will be hosted at an Exhibition Day at the end of the football season.

**B2B Networking and Sponsorship**

SOGB will host a number of networking activities to expand our reach utilising Fuller’s sites:

* **Executive Round Table Series in association with Fuller’s:**
  + Purpose: Helping Senior Management tackle key business challenges through intimate discussions, expert insight, and high-value networking - while driving B2B opportunities.

Fuller’s will be a sponsor for potential upcoming Summer Games.

* **Sponsoring the Special Olympics GB National (2026) & World Summer Games (2027, Chile):**
  + Recognition as a Summer Games Sponsor. Logo placement, featured across event materials, athlete apparel where appropriate in alignment with Special Olympics International (SOI) rules and regulations, digital platforms, and venue signage. Media exposure (inclusion in press releases, media coverage, and all official marketing campaigns). Social media & digital promotion with dedicated posts and mentions across all SOGB platforms, volunteering and incentivised fundraising opportunities.

**Demonstrating Impact**

A key piece of the partnership will be the demonstration of the impact that the partnership has had on the community (Fuller’s as well as SOGB). We will develop an internal and external communication plan for the partnership through the following mechanisms:

* **Finance and Reporting:** reporting on specific progress against project KPIs, ensuring income, expenditure budgets and forecasts as well as delivery outcomes are achieved.
* **Fuller’s/SOGB Newsletter:** Regular updates will be given to Fuller’s employees and customers through a dedicated newsletter that updates on key moments from the partnership (fundraising, hiring, volunteering etc…).
* **Case Studies:** Story telling through case studies focusing on athletes, volunteers, coaches, Fuller’s employees and any relevant participant.
* **Charity Awards:** Nomination and submission of the partnership towards a suite of charity awards.