

LEUCATE

**SPONSORSHIP
PROSPECTUS**



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A Message from our Director



Adam Kayani
Director,
Trustee Chair

Dear Reader,

The past year has been a big one for Leducate. It was the year we formally incorporated as a charity, added even more talented members to our leadership team and started actively delivering on our mission to provide fun and informative legal education to students. We have already delivered programmes to over 600 students in London and Nottingham on a range of topics from consent to housing rights and, with your help, we can do even more.

Sponsoring Leducate will enable us to develop and deliver our curriculum to even more students this academic year. We will be able to continue and expand our university admissions support, enabling as many students as possible to realise their dream of studying Law at university. It will mean that we are able to run the most interactive sessions possible, facilitating trips to local courts and lawmaking bodies such as Parliament and continue to attract the very best guest speakers into our partner schools to give our students the most engaging educational experience possible.

With your support we can make public legal education available to every young person.

Kind Regards,

ABOUT US

Leducate facilitates the delivery of free public legal education to schools in England and Wales. Education is a crucial lever of social mobility, and, in an increasingly legalised world, it is more important than ever that schools, which make students literate and numerate in conventional subjects, have the provisions to make them legally literate too.

Leducate delivers innovative curriculum resources, through interactive lesson plans, educational speakers, online curriculum delivery, educational trips and legal design; an illustration based and more human method of explaining complex legal ideas and principles. We prepare students for life, giving them the tools they need to thrive in a legalised society, in a dynamic and interactive way.

Leducate operates through three programmes:

- Core '**Leducation**': free curriculum resources for teachers to deliver directly to students;
- **Inspire**: connecting the learning to real life experiences through trips and speakers, and;
- **Aspire**: encourages young people from all backgrounds to explore careers in law.

LEDUCATE AIMS...

- TO **INFORM** THEM ABOUT THEIR RIGHTS & RESPONSIBILITIES
- TO **EMPOWER** THEM IN THE EXERCISE OF THEIR RIGHTS
- TO **ENABLE** TO BECOME THRIVING MEMBERS OF SOCIETY
- TO **ENCOURAGE** THEM TO EXPLORE CAREERS IN LAW



EXECUTIVE

SUMMARY



Summary

Leducate is working hard to increase its impact, improve its delivery and expand its reach. We believe establishing **lasting, mutually beneficial** relationships are essential to achieve our goal.

We hope to achieve a mutually beneficial relationship between Leducate and yourself through sponsorship.

Leducate has achieved so much, but there is still a long way to go.

Promotion Possibilities

Sponsoring Leducate gives you access to a variety of opportunities to reach an ever-growing cohort of students. Leducate is active in schools, online and through events.

With sponsorship:

- Your information would become available through Leducate, through branding on appropriate resources and our website.
- Information on your organisation would be provided through our website and social media.
- Leducate is open to discussing bespoke possibilities for promotion that works best for your individual brand strategy.

Event Sponsorship

Leducate holds educational events during the year that cater to a variety of students. These include...

- Educational events held by Leducate for those aspiring to a legal profession, such as panel events.
- School-based events at individual schools to explore the law in a more dynamic way, and help put it into context. These include career events, educational visits and talks by professionals.
- Community networking, including dinners and galas for those with a passion for public legal education.

GLOBAL PANDEMIC

Like so many others, a global pandemic was not in our plans for 2020. The education system has been left struggling to get essential material to students remotely, with very little warning. Teachers have become innovators, finding creative ways to ensure young people are able to receive a complete education. We believe that now is the time we must be supporting our schools. Leducate's tailored curriculum, online resources and lessons are more useful than ever, providing a holistic wide ranging curriculum. We're doing everything we can to make teachers' unenviable task of teaching in this climate as easy as possible. Your support will help in this effort.

SPONSORSHIP OVERVIEW

What can you expect?

Leducate is a young charity, yet since our incorporation in January 2019, we count Lord Neuberger as our patron, operate in two cities across the country, have engaged with over 600 students and have reached 3400 unique visitors with our online content. We operate in 2 school trusts, and anticipate that by the beginning of the academic year 2022 we will be operating in 50 schools: an expected cohort of 15,000 students.

The majority of Leducate students are of an age where they are deciding which degree to study, or looking for their first job; finding their place following education. Sponsorship with Leducate is the best way to begin building a relationship with a large cohort of talented students.

As a sponsor you can expect:

- Your information to be listed as a partner on our website
- Promotion of your brand through our ever-growing social media presence.
- Invitation to our legal and career events
- Bespoke possibilities for promotion that works best for your individual brand strategy

How your Sponsorship helps:

Leducate is continuing to grow. We are currently rebuilding our curriculum from the ground up to ensure it is as engaging and interactive as possible. We are beginning the second stage of our pilot program in an anticipated 5 schools in September 2020, along with launching our brand new online learning system. Leducate will be supporting students in their engagement of the law, organising and funding educational visits to partner organisations such as The National Justice Museum to interact with the law in a real and active way.

Your sponsorship will be used to deliver our curriculum and allow us to develop it further. It will allow more students to partake in educational visits regardless of background or financial circumstance.

It will allow us to engage with more schools to expand our reach and ensure as **many students as possible receive the public legal education that will help them get on in life.**

What can you expect as a sponsor?



Able to promote through our list of subscribers and followers



Use of company logo on Leducate's website and associated appropriate public material where relevant



Invites to Leducate events for promotional purposes



Invites to appropriate Leducate educational events such as panel events

WE'RE ONLY JUST BEGINNING



"I don't think I'm doing them a favour by being here, I think they're doing me an honour by involving me."

- Lord Neuberger, Former Head of the Supreme Court



1%

Just imagine what we will do next.

Joshua Rozenberg
@JoshuaRozenberg
Thanks for asking me to do this: I'm a firm supporter of legal education.

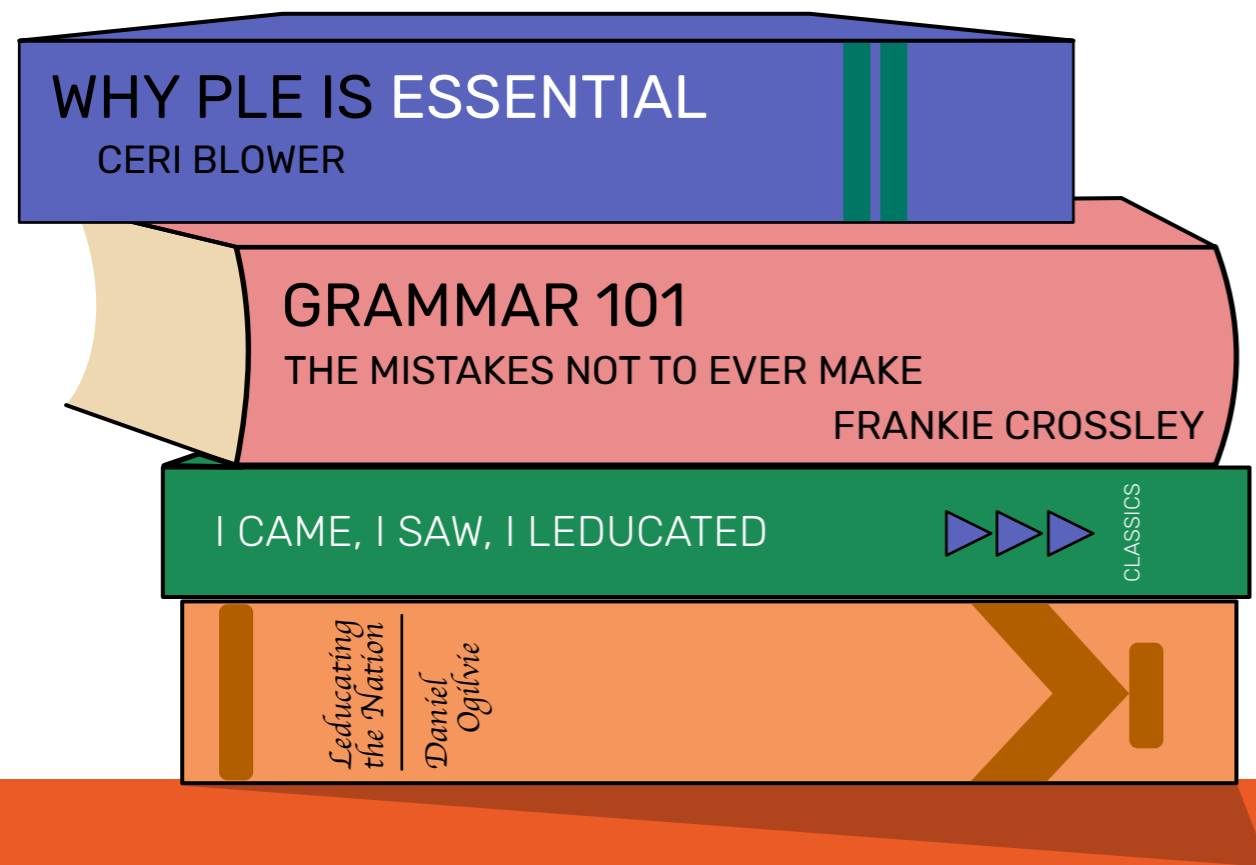
Leducate @LeducateUK · 17/06/2020
Leducate was thrilled to speak to legal commentator @JoshuaRozenberg this week in our brand new #JusticeDiaries series 🗣️ We asked about life during lockdown, the impact of Covid-19 on the legal sector and, of course, his new book 'Enemies of the F...



The Bar Council
@thebarcouncil
Chair of the Bar, Amanda Pinto QC (far left) shares her views on access to justice, public legal education + more at tonight's @LeducateUK #JusticeWeek2020 event @middletemple

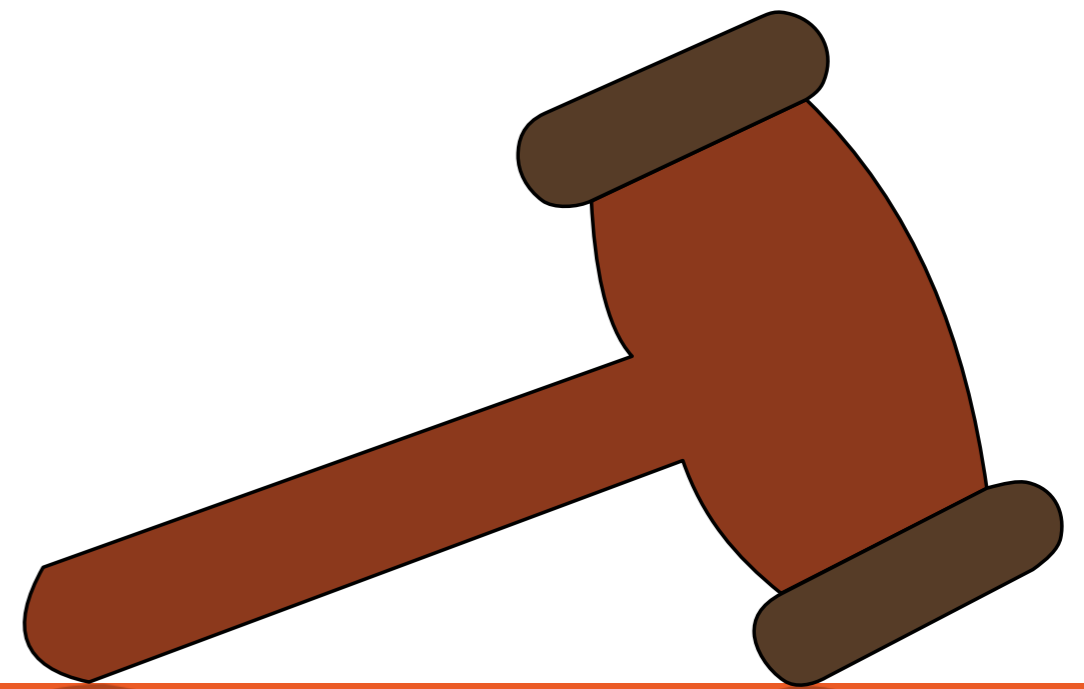
LEDUCATE

WWW.LEDUCATE.CO.UK



Contact us to discuss
sponsorship of Leducate

NEXT STEPS



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