



British Deaf Association
SIGN LANGUAGE WEEK

BSL Brings Us Together

14 - 20 March **2022**



Sign Language Week 2022 and BSL Bill 3rd Reading Rally Sponsorship Pack

British Deaf Association

St John's Deaf Community Centre, 258 Green Lanes, London N4 2HE
07795 410 724 | www.bda.org.uk | bda@bda.org.uk

The BDA stands for Deaf Equality, Access and Freedom of Choice

Chair: David Buxton Registered Office: British Deaf Association, St John's Deaf Community Centre, 258 Green Lanes, London N4 2HE
Company limited by guarantee number 2881497 Registered charity number 1031687 (England and Wales) and SC042409 (Scotland)



This year's Sign Language Week
will take place from

14 – 20 March 2022

The 3rd Reading of the BSL Bill by Rosie Cooper
MP, will take place on
18 March 2022



The Sign Language Week 2022
theme is:

BSL Brings Us Together

About Sign Language Week

- Every year, the British Deaf Association (BDA) leads the national **Sign Language Week** campaign across the UK.
- The campaign includes media and social media outreach, online/in-person events and fun BSL initiatives and challenges for a variety of different audiences and age groups to:
 - **Build awareness:** get the nation talking about BSL and inform the public about the barriers that still exist in British society for BSL users
 - **Create understanding:** educate politicians, policymakers and the public about what BSL is - and what it is not
 - **Call our target audiences to action:** inspire record numbers of people to learn BSL; motivate politicians and policymakers to back the BSL Bill; generate revenue to support the BDA's future campaigns



About the BSL Bill

- This year's **Sign Language Week** will also coincide with the 3rd reading of the British Sign Language (BSL) Bill in the House of Commons on 18 March 2022. BDA have been campaigning for legal recognition of BSL to generate understanding in society and, in turn, better promotion of human rights for the deaf community.
- **18 March 2022** also marks the 19th anniversary of the date when BSL is first recognised as a language in its own right by Parliament.
- All this is happening against the backdrop of a **huge swell of public and media interest in British Sign Language**, following the success of Deaf actress Rose Ayling-Ellis on Strictly Come Dancing 2021.
- This year's Sign Language Week represents a **unique opportunity to engage with a national audience and achieve our strategic objectives.**



Why sponsor Sign Language Week?



- **Partner with a leading national charity**
- **Reach the Deaf community** at regional and local level through our members' networks and in-person and online events
- **Create awareness** of your organisation's brand
- **Generate positive PR opportunities** at a local and national level
- **Capitalise on media interest** in BSL and the Deaf community
- **Build a reputation** as a socially responsible company
- **Make a positive contribution** to the Deaf community
- **Support the BDA's vital campaigning and advocacy work** on behalf of the Deaf community



Sponsorship packages



	Platinum	Gold	Silver	Bronze
Headline Sponsor of Sign Language Week (14-20 March)	Y	N	N	N
Headline Sponsor of the BSL Rally (18 March)	Y	N	N	N
Opportunity to speak on stage to an estimated 1,000-2,000 Deaf participants at the BSL Rally (18 March)	Y	N	N	N
Branding on Stage Bus at BSL Rally and promotional posters (18 March)	Y	N	N	N
Official Sponsor of Sign Language Week (14-20 March)	N	Y	N	N
Official Sponsor of the BSL Rally (18 March)	N	Y	N	N
Associate Sponsor of Sign Language Week (14-20 March)	N	N	Y	N
Associate Sponsor of the BSL Rally (18 March)	N	N	Y	N
Junior Sponsor of Sign Language Week (14-20 March)	N	N	N	Y
Junior Sponsor of the BSL Rally (18 March)	N	N	N	Y

Sponsorship packages



	Platinum	Gold	Silver	Bronze
Branding on Sign Language Week website (1 – 31 March)	Y	Y	Y	Y
Branding on Sign Language Week BSL challenges and learning materials	Y	Y	Y	N
Branding on BDA website (1 – 31 March)	Y	Y	N	N
Social media promotion on the BDA and BSL Act Now channels (Facebook, Twitter, Instagram, LinkedIn YouTube) (1 – 31 March)	Y	Y	N	N
Media promotion: mention in press releases / interviews with national, regional & local print and broadcast media (1 – 31 March)	Y	N	N	N

Tender details



- To express an interest in sponsoring Sign Language Week, please email your sealed bid in confidence to Rebecca Mansell, CEO on Rebecca.Mansell@bda.org.uk
- Deadline for submission Friday 4th March 2022 12pm (noon)
- Sponsors announced from Monday 7th March 2022
- Any questions, please feel free to email Rebecca Mansell if you would like to arrange a video call.
- Thank you for supporting BDA's work.