



# Sponsorship Proposal

RESEARCH IT

MAKE IT

SHIFT IT

TRADE IT

GROW IT

RAISE IT

MANAGE IT

CHANGE IT

RENEW IT



Bright Crop is a cross-industry initiative that inspires new young talent to consider a career in farming and food supply by promoting positive perceptions of agriculture and the associated sectors. We've set ourselves the challenge of inspiring the estimated 60,000 new entrants our industry requires by 2020, and in order to do this we need the continued support of the sector. This proposal outlines the reasons for setting up the initiative and the benefits of becoming a Bright Crop supporter.

## Background

The total Food and Drink supply chain employs 3.5 million people in the UK, equating to 13%, or 1 in 7 of everybody who is employed, making it the single largest employer we have. The bedrock of this sector is Agriculture, which in itself employs over half a million people. The world population is growing at 1.2% per year and food production has so far exceeded this growth but it will be a challenge in the future to meet these demands.

## The issue

A career in agriculture is one of the **least** desirable career destinations for young people, with the majority of children who we surveyed assuming that the work will be repetitive and boring, poorly paid and for those of low

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academic ability. Our research showed that simply the word 'agriculture' has negative associations with many young people.

- Only 4% would consider a career in agriculture, primarily **due to a lack of understanding** of what the term means and what the job might entail.
- Almost half of 12-16 year olds (47%) enjoy at least one school subject which is potentially relevant to agriculture. This includes science which they recognise as a professional and prestigious industry. However, we found that teachers and advisers know less about career opportunities in agriculture compared with other career areas.

While numerous organisations are focussing on giving children more opportunities to access the countryside and learn about food and farming, there has not been, until now, a single website for the key target audience of 14 – 18 year olds to explore the scope and variety of career opportunities on offer. To date there has been little or no focus on the image and profile of the sector as a career destination for young people.

## Bright Crop

'Bright Crop' is the first industry led initiative focused on changing the perceptions of agriculture amongst young people to attract the best and brightest into the food supply sector, from farm to processor. It is a Business in the Community initiative, managed by FACE and sponsored from across the industry by AHDB, AIC, AB Agri, HSBC, NFU, British Sugar and Hutchinsons. It is also supported by Lantra, Landex, NFYFC, BRSC, and LE-TEC.

### Bright Crop's key objectives are to:

- **Change perceptions** – by showing that the industry is an attractive, rewarding career destination encompassing a broad range of skills and preferences.
- **Attract talent** – by promoting farming and the food supply chain in schools and colleges through STEMNET.
- **Raise profile** – ensure that agriculture is accurately and favourably represented on mainstream careers advisory services. Current representation reinforces stereotypes or is non-existent.
- **Inform the influencers** – talk directly to careers advisors by explaining the opportunities that exist in the sector.
- **Act responsibly** – demonstrate that farming and food supply is a professional, socially responsible industry prepared to invest in its future talent pool.

Our routes to achieving these objectives are:

- **A new website to explain the benefits** – the Bright Crop website is designed to appeal to and engage young people aged 14 - 18. It is highly visual and purpose built so that young people can explore a career in agriculture from their smart phones and tablets.
- **Inspiring case studies** – the website features filmed and written case studies of young professionals working across the sector, from progressive livestock farmers to grain traders, research scientists to communications managers.
- **Links to career opportunities** – the website will act as a stepping stone and information portal to

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colleges, other career routes and employers who can offer young people the opportunity to forge a career in the sector, and links to existing local careers events to find out more.

- **STEM Ambassadors** – working with STEMNET, the national programme to promote science, technology, engineering and maths, we are building a network of 1000 industry STEM ambassadors – passionate people who can promote farming and the food supply chain as a career of choice in schools and colleges.
- **A marketing campaign** – we aim to direct young people to the website through a marketing campaign that includes a Bright Crop presence at careers fairs and country fairs, promotional materials in schools and colleges, local, trade and national press facilitated by our large network of supporters, and social media that speaks to our target audience.

## Funding

In order to accomplish the above aims and maximise the effect of the various channels, we have to secure financing of £265,000 in Year 1 and a minimum £154,000 p.a. thereafter on a five year rolling programme.

Where possible we are looking for a minimum two year commitment from supporting companies and are seeking three levels of funding for this important work, depending on the size of the organisation:

Gold - £25k per annum

Silver - £10k per annum

Bronze - £5k per annum

Or donations from smaller organisations/individuals

## Benefits of sponsorship

Becoming a Bright Crop sponsor is a great way to increase your organisation's visibility and reputation within the sector and the local community, engage employees through the STEM ambassador scheme and directly improve recruitment of young talent. By joining forces with our supporting organisations you will help put the agricultural sector on the map and attract much needed talent for the next generation. Support of Bright Crop helps position your company as a responsible business that takes the challenge of developing a sustainable food and farming sector seriously.

The benefits of sponsorship include:

- **Brand visibility.** Bright Crop's supporters will be recognised with their logo on the Bright Crop website and mentioned in all press releases and print materials to do with the initiative. This is an opportunity to demonstrate your company's influence to stakeholders, sector peers and the general public.
- **Featured case studies.** Sponsors have the opportunity to provide young, enthusiastic employees as case studies for the website. Employees will talk about what it's like to work for your organisation and will have their image featured. Gold sponsors will be the first port of call for video case studies.
- **Employee engagement and development.** Bright CropSTEM Ambassadors will be actively sought from sponsoring organisations. As well being a great way to share what your company does with the local community, becoming a STEM Ambassador gives employees vital new skills and experience, and helps motivate and re-engage your workforce. Bright Crop will help sponsors to develop 'in house roll' out of the ambassador programme.
- **Recruitment support.** Bright Crop will act as the gateway to a vast array of real career opportunities for young people, with links through to sponsors' recruitment pages from the main website. Supporting the initiative is therefore an opportunity to attract the right kind of talent to your organisation, becoming an employer of choice in the sector.

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- **Governance.** Gold sponsors are invited to sit on Bright Crop's steering group, which meets quarterly to determine strategy and next steps for this exciting new initiative. Being part of the Steering Group provides unrivalled networking opportunities across the sector. All sponsors are kept up to date with progress via a regular newsletter and an annual sponsors' event.
- **Official Sponsor Logo.** All Bright Crop sponsors will be allowed to carry the 'Official sponsors logo on their websites and materials. Full guidelines and use of Bright Crop branding will be given.
- **All sponsors will be provided with a quarterly update and notified of new ideas and developments ahead of main stream release. Ideas are actively encouraged from sponsors as the programme rolls out and sponsor career based events can be listed on the Bright Crop website.**

We hope you agree that this is a fantastic opportunity to engage in one solution to a serious issue. If you commit, you will be joining well respected brands from across the sector. We are looking to secure remaining funds during 2013.

**For more information please contact:**

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 INSPIRES YOUNG  
 TALENT TO  
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 WIDE CHOICE  
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 FARMING AND  
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