


Commercial Programme



Prize Sponsorship Opportunities

basis.point is the charity of the Irish funds industry and wider ecosystem supporting children from under-served communities, to reach their potential through education.



Since the beginning
we have helped

40,000

young people to
reach their life
potential through
education

1,000

parents and guardians
to give their families
the best start in their
educational journey

100

Corporate Partners
to strive towards
their ESG goals

€5.3m

raised and
committed
to education

Our Commercial Programme

Our commercial programme offers the opportunity to a wide network of businesses from hospitality, retail, entertainment, sports and beyond, to support the work of basis.point by sponsoring raffle & auction prizes at our annual events. We offer three levels of engagement, with commensurate benefits, each ultimately helping us to support children from underserved communities to reach their potential through education.

SCAN TO JOIN



Gold Commercial Sponsor

Minimum prize value of €1,000 per annum for 3 years

You can provide or basis.point can secure a number of unique and premium auction prizes attributable to you for the value of the prize donation.

- Opportunity to invite four guests to our Annual Showcase
- Opportunity to participate in Commercial Partner Mailing with exclusive offer for our mailing list once a year.
- Branded pop up in the reception area at one of our annual events
- Mention pre and post event publicity of events & post event thank you correspondence
- Acknowledgment by MC from the stage during the action/raffle
- Branded thank you certificate for display in your office and for sharing on-line
- Feature on basis.point website for 3 years.



Silver Commercial Sponsor

Minimum prize value of €500 per annum for 3 years

You can provide or basis.point can secure a number of unique and premium auction prizes attributable to you for the value of the prize donation.

- Opportunity to invite four guests to our Annual Showcase
- Mention pre and post event publicity of events & post event thank you correspondence
- Acknowledgment by MC from the stage during the action/raffle
- Branded thank you certificate for display in your office and for sharing on-line
- Feature on basis.point website for 3 years.



Bronze Commercial Sponsor

Minimum prize value of €250 per annum for 3 years

You can provide or basis.point can secure a number of unique and premium auction prizes attributable to you for the value of the prize donation.

- Mention pre and post event publicity of events & post event thank you correspondence
- Acknowledgment by MC from the stage during the action/raffle
- Branded thank you certificate for display in your office and for sharing on-line

How to become a Commercial Sponsor? Contact Louise Egan @ admin@basispoint.ie or scan QR

Why Sponsor a Prize?



basis.point organizes a range of events throughout the year which are attended by our patrons, corporates and supporters. These events include an annual lunch with 500 guests, an annual golf challenge with more than 200 participating golfers and an annual quiz, amongst others. Each event features an auction and/or raffle for which we are always in need of high quality prizes.

We are extending an invitation to the wider Irish business community to sponsor or donate an annual prize at these prestigious events and join us in our mission to raise vital funds to combat educational disadvantage. Your contribution will help us empower children and young adults from disadvantaged communities to reach their potential through education.



Being part of something—sense of community

Real change is only possible when communities come together. Joining a wider network of businesses coming together for the collective good, promotes a lasting sense of belonging.



Excellent Marketing Opportunity

Sponsoring basis.point events is an excellent marketing opportunity that can increase your product and brands visibility to a wide demographic of ideal clientele and key corporates within the funds industry. The Irish domestic fund industry employs over 16,000 staff in Ireland.



Corporate Social Responsibility

Supporting basis.point also provides a highly effective corporate social responsibility strategy for your business. By supporting our initiative shaping the direction of education across Ireland, you can help create a more sustainable and inclusive society.

Our Patrons

By partnering with basis.point through this unique commercial sponsorship programme, your brand and product would become directly visible to the thousands of staff employed by the Patrons of basis.point listed below, many of whom are on our distribution lists and attend basis.point events throughout the year.

Prestige Patron

adminovate

Amundi
ASSET MANAGEMENT

BLACKROCK®


BNP PARIBAS


BNY MELLON

 carne

Goldman Sachs | Asset Management

 HSBC

IPUT

KENNEDY WILSON

KPMG

KROLL

 LORD ABBETT®

 MAPLES GROUP

 Manulife

Matheson

Morgan Stanley

 NORTHERN TRUST


pwc

 RBC

Premier Patron

 BrownADVISORY
Thoughtful Investing.

BROWN BROTHERS HARRIMAN

citi®

 CRESTBRIDGE


EY
Building a better working world

GAM

 Grant Thornton

J.P.Morgan

 KBIGI

 LGIM

OCORIAN


STATE STREET

 waystone

Corporate Patron

Anonymous	Davy	Mason Hayes & Curran
A & L Goodbody	Deloitte	Mazars
Abbey Capital	Dillon Eustace	McCann FitzGerald
ABC Arbitrage	Donnelly Financial	Mercer
Adelphi Capital		MUFG
Alter Domus	EisnerAmper	
AMX by Carne	Equity Trustees Fund	Nuveen
Apex/Sanne	Services (Ire)	
Arthur Cox	Euronext	Parva Consulting
Artisan Partners		Prescient Fund Services
Aspect Capital	Fine Grain Property	Principal
Atlantic Star	FPG Amentum	Pyrford International
AQMetrics	FundApps	
		Robert Walters Group
Ballie Gifford	Goodbody Fund	Rubrics
Barings	Management Ltd	
BDO	Guggenheim Partners	SEI
Beechbrook Capital	Europe Limited	Simmons & Simmons
Ireland		SS&C Ireland
Bridge Consulting	Intertrust	
Broadridge Ireland Ltd	Invesco	The Panel,
Brightwater Executive	Irish Life Investment	Thornburg,
Brown Advisory	Managers	Trium Capital LLP,
Caceis	KB Associates	Universal Investment,
Camden Recruitment	KBI Global Investors	U.S. Bank Global Fund
Citco	KNEIP Management	Services (Ireland) Limited
Clearstream		
Confluence	Linedata	Walkers Ireland
CPL Resources Plc	Link	William Fry

Social Media & Communication



LinkedIn

Over 4,000 followers on LinkedIn, with high levels of engagement

Recent golf event post achieved over 10,300 impressions with 50% engagement



Twitter/Instagram

We continue to grow our followers on Twitter and Instagram



Website

Over 22,000 page views on our website annually
Event article with full picture gallery



Database

Over 1,700 contacts which can be segmented for targeted communication from basis.point.

→ Empower

parents to give their child the best start in education



Our Portfolio

Education is key to breaking the poverty cycle and improving health, nutrition, and opportunities for all children throughout Ireland.

Our educational programmes focus on fundamentals spanning the educational lifecycle of a child. We adopt a holistic approach to improving outcomes.

Our range of programmes focus not simply on the nuts and bolts of literacy and numeracy, but also on peripheral soft skills such as empathy, self-esteem, leadership, teamwork, resilience and willingness to engage with authority.

Diversity and Inclusion are key tenants of our strategy and our programmes support children from marginalised and disadvantaged communities to reach their potential.

In recent years we have focused on expanding our geographic reach and now actively provide support across the four provinces of Ireland.

→ Enable children to engage meaningfully in education



ELI

The Early Learning Initiative of the National College of Ireland delivers the ParentChild+ Programme in Dublin, Limerick, Galway, Louth, Wexford and Waterford. ParentChild+ is a proven, innovative, home based literacy programme for pre-school children (18 months-3 years) that strengthens families and prepares children to succeed academically. It significantly increases the educational capital and life chances for young people from areas of historical disadvantage. Over a two-year period, Home Visitors model oral language, reading and play in their twice weekly visits. The families then continue the activities in their own time, enabling the child and his/her siblings to develop their language, literacy and numeracy skills. The programme has also been modified to accommodate the needs of families living in temporary accommodation.

Archways

The Incredible Years® programme, delivered by Archways, is a proven prevention and early intervention programme for children aged 4-8 years with emotional, social and behavioural difficulties. Teachers are trained in the programme throughout the country to help children in the classroom setting and facilitators are trained to work with parents. The Mentoring for Achievement Programme (MAP) is a further initiative, which uses mentoring to increase school engagement among targeted students aged between 10 and 16, who have personal characteristics that interfere with learning. More recently a pilot afterschool programme has been introduced in North Dublin City encouraging young students showing particular talents to reach their potential.

Kinia

The Maths Whizz programme, is an innovative online maths tutor tool that assesses ability and tailors the individual learning journey for each child, supporting those with very little maths knowledge, right through to challenging more able students. Using gamification, Maths Whizz allows children to progress at their own speed enabling the classroom teacher to manage children of different abilities within the same class. This is particularly important for larger class sizes and mixed ability groups. The programme will be delivered in association with Kinia, to 30 schools in disadvantaged communities, supporting an additional 300 students each year. The Maths Whizz tool brings an average improvement of almost 21 months in the child's maths age in an academic year.

→ Enhance the chances of success for young adults



DCU

Using the four pillars of 21st Century Learning Skills: Empathy, Creativity, Leadership and Teamwork, the Changemakers School Programme aims to enhance school cultures to support students to make purposeful and ethical contributions to their world as Changemakers. This community of progressive schools aims to reimagine, co-create and lead transformation in education, ultimately giving both teachers and students agency and responsibility to shape their own future. Changemaker Schools show clear improvements in attendance, engagement and performance. Over the next three years, in association with DCU Institute of Education, the programme will be rolled out to 50 schools, empowering 15,000 students with changemaking leadership practices throughout Ireland.



Limerick Youth Service

The Moving on Up Programme run in association with Limerick Youth Service, aims to build confidence in young people as they transition from primary to secondary school. The Moving on UP Programme will engage with 500 Sixth Class students annually in 25 primary schools across Limerick City and County. As part of the Programme, the students complete six modules focusing on: positive wellbeing and resilience, peer pressure and bullying, communication, friendships, school rules and timetables and concerns and fears. The Moving on Up Programme will equip students with the practical, social, and emotional skills to enjoy and flourish during their time in second level education.



TU Dublin

The Junior Cycle Workshop Programme run in association with TU Dublin, aims to demystify Higher Education by giving Junior Cycle students from 14 disadvantaged (DEIS) schools in inner-city Dublin the opportunity to experience college through hands-on workshops and age appropriate activities on campus. The Junior Cycle Workshop Programme will engage with 950 school[1] children from 1st to 3rd year of secondary education (typically ages 12-15) promoting third level education as a realistic and achievable ambition for students from DEIS schools in inner city Dublin.



→ Elevate

career aspirations and life goals



Foróige

The Network for Teaching Entrepreneurship Programme (NFTE), engages young people aged 12-18, in a transformative youth programme enabling them to develop the skills and attitudes necessary to work towards a better future for themselves and their families. It is a cutting edge, world recognised, youth entrepreneurship education and development programme. Young people are enabled to reach their full potential, build self-confidence and interpersonal skills and increase school completion, college attendance and career aspirations. Initially focusing on a disadvantaged area of Cork, our involvement is enabling the NFTE programme to be rolled out nationwide with a particular emphasis on Deis schools.



Business in the Community

The Student Mentor Programme provides students with a mentor from the world of work through the final two years of secondary school and a mentoring alumni association to provide support after they have left school. The programme encourages the student to stay in school, promotes their self-esteem, develops their awareness of the workplace, helps them to continue their studies, complete school and consider the many career options open to them. The programme encourages an inclusive society where everyone thrives.



Teen-Turn

Prioritising teens from underserved communities, Teen-Turn provides teen girls the opportunity to gain hands-on STEM experience and the support to acquire qualifications and jobs. Teen-Turn achieves this through mentored, free after school activities, 2 week summer work placements in STEM environments, exam support and alumnae professional development programming so that participants can visualize themselves in careers and therefore make informed third level course choices as well as build the necessary social capital to enter into the 'future jobs' workforce. Our involvement is focused on those in emergency accommodation, refuge and direct provision nationwide.



