



Sponsor Pack

The People Who Share is a dynamic charity that helps people access the shared resources they need, spearheading a fairer, more caring, sharing society.

We lead a social movement of change-makers and work to ease the economic, social and environmental challenges that are shaking up our world and catalyse the shift towards what's known as the Sharing Economy. We believe that by building a fairer, caring, Sharing Economy, people and planet can thrive.

The People Who Share is dedicated to helping people and organisations access and share resources including: goods, transport, housing, services, skills, time, knowledge, responsibility and opportunities. It's a new way of thinking, living and doing business that creates value for all.

We are The People Who Share. Making the Sharing Economy happen for everyone.

What is the Sharing Economy?

The Sharing Economy is a system to live by, where we share available human and physical resources however we can.

It is an innovative, forward thinking, and sustainable way of thinking, living and doing business, that is changing lives by creating economic, social and environmental value. The Sharing Economy ensures an efficient use of resources by leveraging new technologies and peer-to-peer (P2P) trading, enabling people to easily access the **£3.5 trillion worth of unused goods and services around the world**. But it goes much deeper than that; it is about reshaping our world to build a happier, healthier and more sustainable future through the power of sharing.

We have an infinite capacity to share and in a Sharing Economy everyone is a contributor: each of us has talents, skills, resources and time - our own individual 'currencies'. By harnessing these currencies, we can all gain access to the things we want and need from other people just like us, all the while lessening our ecological footprints and building stronger communities together.



Our campaigns

In 2012 we created **National Sharing Day** in the UK to promote the benefits of sharing. We received so much interest that in 2013 we launched **Global Sharing Day**. We reached over 70 million people worldwide. With hundreds of supporting organisations all over the globe, in 2015 we decided to go big, and launched **Global Sharing Week** – the largest annual people-driven campaign raising awareness of the Sharing Economy.

Global Sharing Week 2015 reached over 100 million people worldwide and had over 125 registered events from Bali to Amsterdam. People all over the world hosted and attended events, discovering ways in which the Sharing Economy can help their lives. In 2016, and 2017, the campaign grew and in 2018, we had 456 registered events in 247 cities in 39 countries and millions discovering the benefits of the Sharing Economy.

“Global Sharing Week is a wonderful way to bring about awareness to citizens across the world on the importance of sharing. There are so many possibilities to change lives as the sharing economy is starting to spread, that is why events like Global Sharing Week are key to bringing about an awareness.” Knok



Sharing is the only resource that has unlimited potential and it lives within each of us.



SAVE THE DATE! Join us for Global Sharing Week 2019, June 16-22!

Sponsor – Global Sharing Week

Does your business want to reach over 100 million people in 192 countries? Do you want to show the world you are a forward-thinking company embracing the biggest business trend: the Sharing Economy?

What does Global Sharing Week have to do with me and my Business?

Global Sharing Week provides your business with 3 key opportunities:

1. Becoming a Sustainable Business of the Future

To survive in this fast-changing world, businesses now need to be forward-acting, creating not only economic but social and environmental value. By supporting this global campaign, your business aligns itself with the principles of future business innovation and three pillar sustainability; demonstrating your brand's dedication to people, planet and profit and ensuring its place in this high tech, connected world.

2. Showcase Sharing Initiatives and Raise Consumer Awareness

Consumers are increasingly choosing to access rather than own goods and trade peer- to-peer (P2P): by 2025, transactions in the sector in the UK alone are expected to exceed £140 billion (PwC). The businesses of the future will be those that stay relevant by enabling and facilitating the sharing, swapping and P2P trading of goods and services. 65% of UK consumers are already engaging in sharing activities. 90% of consumers want brands to 'share', but only 10% of brands are perceived to be doing this well. **Global Sharing Week is the golden opportunity for your company to demonstrate its commitment to delivering products and services in the way that consumers crave.**

3. Employee Engagement and access to the Sharing Economy Market

The People Who Share enables your business to harness the principles of the Sharing Economy, connect with marketplaces worldwide and enhance employee engagement. Support is provided for you to organise events and internal campaigns around Global Sharing Week, and to align your business with the Sharing Economy. You will also have access to the multiple verticals in this growing economy, which is set to out-grow traditional sectors by 2025.

Sponsorship Opportunity

Gold - £10,000

Includes: promotional events, speaking opportunity at global launch event (UK), inclusion in campaign banner & other marketing materials, online & offline promotion and dedicated media coverage.

Silver - £5,000

Includes: promotional events, marketing materials, online & offline promotion.

Previous sponsors include:





More benefits of being a Gold Sponsor

Global Sharing Week provides visibility and reputation credentials on a global scale, positioning your business at the heart of the Sharing Economy. You will gain:

1. Brand Exposure. Your brand will feature prominently on

- All promotional materials alongside other sponsors
- Our monthly Newsletters to our global network of over 300 partners reaching over 100 million
- Our social media channels (Twitter, Facebook)
- Media release for Global Sharing Week and sell in to local, national and global media, including print, online and broadcast. Previously GSW and its partners were featured: BBC Worldwide TV, ABC, the Guardian, Telegraph, The Times, Metro, BBC Radio 1, Sustainable Business, Huffington Post, BBC Radio 4, CBC Radio (Canada), El Mundo (Spain), The Korean Times, RTP (Portugal)...
- The People Who Share website (featured logo and exclusive blog post).
- Speaking opportunity at GSW VIP launch event, and promotion.

2. Be at the forefront of a growing global market

Align your business with the Sharing Economy and be part of a global group of leading businesses. Our estimated media value based on AVE, reach and influence is £1.2 million

Partner & Sponsor contact
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