



Sponsorship opportunities



Help change lives and transform communities by sponsoring our charity's events and spaces

You'll be recognised as a valued partner in community development and gain benefits such as:

- increasing your brand visibility to a diverse community
- local relevance through engaging with local people
- building a positive reputation for your business
- fulfilling your ESG and CSR commitments through a trusted charity

Contact Micha, our Corporate Relations Manager:
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Bonny Downs Community Association
Registered Charity Reg No: 1071625
Company Ltd by Guarantee No: 3625785





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About

BDCA is a community-led charity based in East Ham that has been serving the residents of the vibrant but disadvantaged London Borough of Newham since 1998.

We make a lasting difference to local people's lives by addressing the root causes of poverty, tackling isolation, encouraging healthier lifestyles, promoting community cohesion and redeveloping disused spaces into meaningful community hubs.

This pack lists a range of sponsorship options to help sustain our charitable work. Some of the prices may have VAT added where applicable.

Our Vision

Newham as a thriving community where everyone feels connected, valued, and fulfilled!

Our Mission

We work to break down barriers, bring people together and build people up

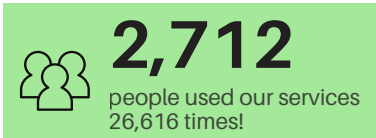
Our Motto

Changing lives and transforming our community

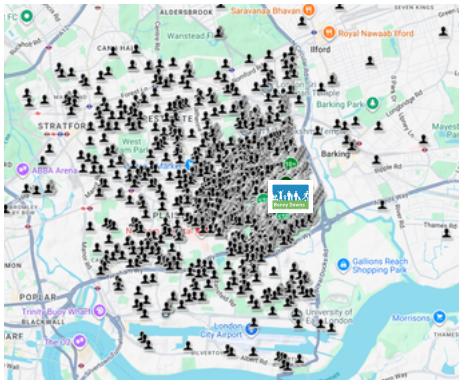
Our Values

- Celebration
- Inclusion
- Empowerment

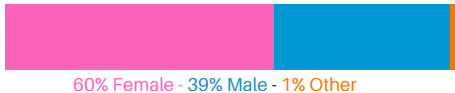
Our Impact in 2025



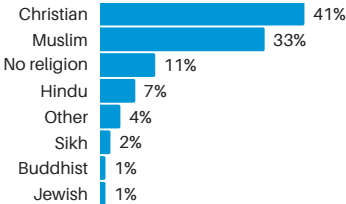
Where our visitors come from



Gender

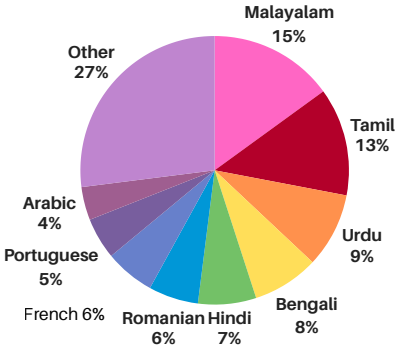


Faith

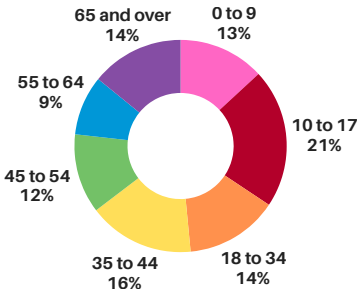


Our community speaks over 50 languages!

Top languages apart from English are:



Age



Statistics in this report are for the period 1 October 2024 to 30 September 2025, unless otherwise stated. They include people who completed registers at sessions led by BDCA, but not those who accessed our facilities for other services or preferred not to share their diversity data.

Events: Food & Families

We bring local families and neighbours together through inclusive and culturally diverse celebrations. On average, each event attracts over 100 local people.

Our events strengthen community bonds, reduce isolation, and ensure that people of all backgrounds feel welcome, supported, and connected.

Sponsoring BDCA's Food & Families events will help us:

- Provide free or low-cost activities for families
- Offer nutritious meals prepared by our community chef
- Celebrate cultural diversity and promote inclusion
- Reduce financial pressure on families during holidays
- Create safe, welcoming spaces for neighbours to connect

Each event is designed to be joyful, accessible, and family friendly - with food, activities, and community spirit at the heart of everything we do.



Food & Families Events

2026

May: Eid

June: Pride

September: Onam

October: Halloween

November: Diwali

December: Christmas

2027

March: Holi

March: Easter



Events: Over-55s

Our vibrant Over 55s programme welcomes more than 70 older residents each week at a range of sessions from arts and crafts to chair-based exercise as longside social events and day trips. We provide friendship, connection, activities, and a warm, supportive environment for local elders.

Alongside smaller parties throughout the year, we also host two major celebrations. These events are highlights for our members and play a vital role in reducing loneliness and promoting wellbeing.

Your sponsorship will help make the day special with:

- Upgraded catering or festive lunch
- Live professional entertainer or musician
- Decorations and themed activities
- Branded gift packs for attendees

We also welcome in-kind support during the event such as catering, gifts, or entertainment.

Your team can also volunteer time with our group on the day.



Over-55s Events

2026

August:
Summer Staycation

December:
Christmas Celebration





Events: Sponsorship Packages

Below are the Sponsorship Packages available for our events. To have exclusive solo sponsorship, choose Gold.

	Gold	Silver	Bronze
Included in event signage	Logo	Logo	Name
Opportunity to give relevant business branded items	Goods & flyers	Goods & flyers	Flyers
Tickets to attend event	3	2	1
Opportunity for you to speak during event <i>(optional)</i>	✓	x	x
BDCA social media (<i>LinkedIn, Facebook, Instagram</i>)	Dedicated post	Named thank you	Named thank you
BDCA website (<i>average 1,000 new visitors each month</i>)	Featured	Named	Named
BDCA Mailing List (<i>2,000 contacts</i>)	Clickable logo	Named	Named
Inclusion in press release	✓	x	x
<i>Sponsorship price per event</i>	£750	£500	£250

Children's Summer Scheme

Our much-loved annual Go Wild! Summer Scheme provides high-quality childcare for parents and a positive pathway for children.

Our model enables hundreds of children aged 8-14 years to enjoy varied fun activities and new experiences. These children then join our leadership programme from age 15-22, where they are trained and given paid employment to co-design and lead sessions in the Summer Scheme.

Sponsor our Summer Scheme and you'll directly increase youth employment, reduce youth crime, and sow seeds for brighter futures.

Items available to sponsor	Cost of 1 session
1 hour yoga session for 20 children	£40
Face painting session for 80 children	£100
Healthy cooking workshop for 25 children	£150
Materials for Holi Festival on our field for 100 children	£200
DJ for 2 hour dance party with games for 100 children	£300
2 hour petting zoo workshop for 100 children	£400
Inflatable wrecking ball arena for 100 children	£500
Slip and slide football area for 100 children	£650
Day trip to the seaside with lunch for 30 children	£1,000





Venues: The Well Main Hall

Sponsor the Main Hall at The Well Community Centre and you will be keeping a community asset open, affordable, and welcoming for local people to connect, learn, celebrate, and support one another.

Each year, over 6,000 people use the hall: around 3,000 through BDCA's charitable programmes and a further 3,000 through external hirers, with all income reinvested back into our community services.

The Main Hall sits directly opposite the entrance, making it the most visible and heavily used space in the building. It is a large, modern, multi-functional space, recently redecorated and equipped with air conditioning, AV facilities, storage, and improved accessibility.

The centre also includes:

- A welcoming community café opposite the hall entrance
- Solar panels to reduce costs and environmental impact
- Inclusive and accessible toilet facility open to the public as part of the Newham Community Toilet Scheme

BDCA holds a long-term lease on the building, ensuring stability and continuity for partners and the community.

Venues: Flanders Playing Fields

Flanders Playing Fields and the **Bobby Moore Sports Pavilion** are landmark community sports assets in East Ham. BDCA transformed this space from derelict grounds into a thriving, inclusive hub for sports, wellbeing, and community.

It is home to Newham Cricket Club, Central Park All Stars FC, BDCA's youth programme, and NewWay's support for people affected by homelessness, as well as hired by the general public.

The pavilion was named after the legendary England 1966 World Cup captain who grew up in East London and was scouted while playing at Flanders Field, a rich legacy to sponsor and stand alongside.

Flanders Playing Fields is a versatile, fully accessible community sports ground featuring:

- Full-sized & junior football pitches
- Mini Football pitches
- Cricket pitch
- Sand-filled synthetic turf MUGA
- Floodlighting for evening play
- Onsite parking and disabled access facilities

Bobby Moore Pavilion is a well-used community building offering:

- Function / community room
- Changing rooms & toilets
- Kitchen facilities



Venues Sponsorship Packages

Sponsor our venues and you will directly contribute to essential running costs and core operational support. More importantly, your support will help keep a vital community asset open and affordable for thousands of local people.

Flexible sponsorship terms are available, including one-year, multi-year, and longer-term partnerships.

Benefits for sponsors:

- Discount on venue hire across BDCA portfolio
- Prominent, everyday brand exposure through banners in highly used community spaces
- Digital visibility through BDCA's website and social media features
- Sponsor Launch event inviting residents, corporate partners, the press, MP and Mayor
- Meaningful opportunities for your staff engagement and volunteering
- Opportunity to speak at one of our events or projects
- Opportunity to have our staff or beneficiary to speak at one of your events
- Clear, authentic story to share with customers, employees, and stakeholders

	Annual £
Main Hall at The Well Community Centre	£25,000
Flanders Playing Fields & Bobby Moore Sports Pavilion	£30,000

Examples of branding placement:





Technology

In today's digital world, technology is the backbone of every effective organisation, and charities are no exception. Modern tools like charity CRMs, monitoring systems, and online platforms allow charities to reach more people, operate more efficiently, and demonstrate measurable results.

Your sponsorship will help us sustain our work as we can gain more funding by being able to evidence the number of lives we've changed: more families fed, more elders connected, more communities uplifted.

By supporting our digital journey, you will make a smart and meaningful investment that will increase our capacity and multiply the impact in our community.

Benefits for sponsors:

- Discount on venue hire across our portfolio
- Digital visibility through BDCA’s website and social media features
- Meaningful options for your staff engagement and volunteering
- Opportunity to speak at one of our events or projects
- Choice to have our staff to speak at one of your events
- Clear, authentic story to share with customers, employees, and stakeholders

	Annual £
Support with Donations & Income CRM Helps us better manage relationships and communications to increase and diversify our donations which will sustain our work	£3,000
Support with Cybersecurity Insurance Helps us stay safe from online threats and eligible for funding	£2,500
Support with Data Monitoring & Evaluation system Helps us track attendance, demographic data, and case notes to evidence our work and track changes in people’s lives	£2,000
Support with venue bookings system Helps us be efficient with booking our venues, saving our staff time and increasing the income to sustain our charity	£1,000



Impact Story: Miss C

Miss C came to us when she was overwhelmed with the letters that kept coming from Newham Council and other creditors, about debts she didn't fully understand.

An attachment of earning order was cutting her wages and she couldn't get through to payroll to understand why. **It affected her health so much that, in her lowest moments, she felt suicidal.**

When she came to Bonny Downs, she was relieved to have support and see change beginning. Week by week, she sat with one of our debt advisors, who listened without judgment and advocated for her.

She was given a food voucher when she had nothing left. She was supported in identifying, contacting, and negotiating with her creditors.

Our debt advisor helped her reduce her water bills by half, decrease the amount being deducted from her wages and apply successfully for a hardship payment to ease her financial stresses.

Slowly, Miss C began to feel that she wasn't alone, and that there was hope for her future.

Sadly, Miss C's story is just one of many. Each week, our Newham neighbours come through our doors feeling crushed by debt, poverty, and fear.

With kindness and practical help, **our advisors help them get back on their feet and, in some cases, save lives.**

This is the kind of life-changing impact you'll create: by becoming a sponsor today, you will enable us to support many more vulnerable neighbours like Miss C when they have nowhere else to turn.



You're in Good Company

BDCA has delivered many impactful community projects that empower local people and transform our community thanks to the backing of our funders, partners, and supporters listed on the right.

Some of our wonderful corporate partners have helped create new BDCA traditions.

For the second year, Tahira Foods supplied halal food throughout Ramadan for our food bank and interfaith Eid celebrations.

ExCeL London has made it a tradition since 2021 to provide annual silver service Christmas lunches for our Foodbank guests and volunteers.

These contributions bring our community together in meaningful ways and make them feel valued and connected to each other.

BDCA values integrity and social responsibility. To ensure we remain true to our mission, we reserve the right to decline sponsorship from organisations whose core values, products, or services do not align with our ethos or the interests of our community.



Our 2025 supporters

"For over twenty-five years, BDCA has been a beacon of imaginative support in the community I represent. It transformed previously derelict and disused facilities into The Well community centre and Flanders Field recreation ground. They hum with life and energy today, providing crucial support to people of all ages and backgrounds."

**Sir Stephen Timms,
MP for East Ham, LB Newham**

"We're pleased to have a positive association with BDCA through our clothing and food donations, who offer so much and function at the heart of the community. We're equally grateful for the BDCA matchday volunteers who regularly join us to collect funds which helps us to achieve more, and develop our mutual links with West Ham United."

**John Ratowski
Founder
Irons Supporting Foodbanks**

"We are honoured to work with the Newham institution that is BDCA. We love witnessing the passion and dedication of their incredible staff as they strive to serve the most needy. To share knowledge on staying safe through fraud awareness, digital inclusion and money skills is what we are here for and thank them for inviting us to do so. BDCA truly embodies the spirit of the East End of London with the traditional morals of family, respect and integrity at the heart of all they do. My team feel part of BDCA with the warm welcome we receive. A brilliant centre, run by fantastic colleagues for awesome residents!"

**Can Onal
Customer Care Leader
Barclays East Ham**

"BDCA has been a valuable partner in our Older People & Housing Programme. They have provided us with key insights and demonstrated their ability to adapt and respond effectively to the needs of older people facing isolation and poverty in Newham."

**Riazil Bhuiyan
Grants Officer
The Mercers' Company**



More Ways to Get Involved

- **Partner with us** by funding projects or signposting people to our services
- **Volunteer** with us and give back to neighbours in need
- **Attend** our free activities to connect with your community
- **Sign up** to our e-newsletter for good news stories and current campaigns
- **Follow us** on social media and interact with our latest updates
- **Share** our flyers and posts with those who might benefit
- **Donate** non-perishable food, toiletries, quality second-hand clothes or brand new toys
- **Be a Friend** of Bonny Downs by giving monthly to help sustain our services
- **Hire our venues** for your meetings, parties and activities
- **Include us in your will** to benefit future generations
- **Organise fun activities** with your friends to fundraise for us



"I've always been impressed by the work BDCA do and I'm sure you'll be able to make good use of the money. It means a lot to me that it will go towards helping people in Newham."

- Alex, supporter

Bonny Downs Community Association

Registered Charity Reg No: 1071625
Company Ltd by Guarantee No: 3625785

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