
THE OCTOBER CLUB

2021



THE CARES FAMILY

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“Even before the pandemic, two in five people over 65 said the TV was their main form of company. 17% of older people hadn’t spoken to a friend or relative for a week; and 11% for a whole month. But loneliness doesn’t just affect older people. Millions of young people also say they feel alone every single day. Indeed, in recent years, young people have been shown to be the loneliest age group in British society.

During the course of the pandemic, our loneliness crisis has only deepened. One in four adults reported feeling lonely in November 2020. Young people were forced to work or study at home; pubs and gyms were shut; millions of social engagements cancelled. Meanwhile, older people were forced to ‘shield’ from society to protect their physical health, while experts pointed to a mounting ‘mental health crisis’ that could deepen the loneliness crisis even further.

The Cares Family was established in 2011 to tackle this modern blight. It brings older and younger people together to engage in mutually beneficial relationships and shared experiences – in groups and one-to-one. These relationships are shown to reduce loneliness and build connection. The national charity remains rooted in local places: having started in north London, it now also operates in south London, east London, Manchester and Liverpool.

With that experience and the support of The October Club, The Cares Family is seeking to turn a ripple of connection in to a wave – to work with more people in some of the fastest changing communities in the country; and to support people in their own communities to bring the generations together where they are.

We're so excited about that opportunity to make a once-in-a-generation difference after the pandemic.”

Alex Smith, Founder/CEO, The Cares Family

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SPONSORSHIP INFORMATION

Wednesday 13th October 2021, The Savoy, London

Platinum

£30,000 to include:

One free table

Prominent logo on the front cover of the programme

Logo on screens throughout the evening

Full colour A4 full page ad, name in the programme

Gold

£20,000 to include:

One free table

Logo on the front cover of the programme

Logo on screens throughout the evening

Full colour A4 full page ad, name in the programme

**Advert spec: Full colour A4 portrait full page image area 277mm x 190mm

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: europe.production@dg3.com

Username: FTPGuest

cc: david.willison@dg3.com

Password: guest1

cc: narinder@theoctoberclub.co.uk

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 24th SEPTEMBER 2021