



AOLP PARTNERSHIP & SPONSORSHIP PACK

OPPORTUNITIES TO SUPPORT ETHICAL, EMPOWERING, AND TRANSPARENT FINANCIAL PLANNING

REPLACING EXTRACTION WITH EMPOWERMENT



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ABOUT US

The Academy of Life Planning empowers individuals and professionals to break free from extractive financial systems. We champion ethical, holistic, and purpose-driven planning that creates transparency, empowerment, and lasting impact.



Why we exist: To end financial exploitation, empower communities, and democratise planning. Our impact so far: 2,400 subscribers, 10,000 weekly LinkedIn impressions, 3,500 monthly blog views.

Who we serve: Ethical planners, changemakers, and individuals in financial transition.





WAYS TO PARTNER

Track A: Sponsorships (Commercial Value)

- Newsletter Sponsorship
- Blog Post Sponsorship
- Social Post Bundles
- Webinar Sponsorship
- Partner of the Month bundles

Track B: Partnerships (Mission Value)

- Co-branded campaigns (e.g., fair finance advocacy, ethical planning research)
- Grants and donations (support AoLP or Get SAFE to scale impact)
- Strategic alliances with NGOs, universities, and policy bodies
- Joint educational masterclass series or white papers
- Sponsorship of victim recovery programmes (via Get SAFE)





OUR AUDIENCE



Mailing List: 2,400 (500 professional planners, 300 personal planners, 1,600 newsletter)



Newsletter: 30% open rate (~720 opens), 3% CTR



LinkedIn: 10,000 weekly impressions (~40,000 per month)



Blog: 3,500 monthly views



Community: 1,200+ D2C platforms, 600 IFAs

This is a trusted network of decision-makers and changemakers.





SPONSORSHIP OPPORTUNITIES

Track A: Opportunity	Description	Rate (GBP)
Newsletter Sponsorship	Branded mention in AoLP newsletter (2,400 subs, 30% OR)	£250
Blog Post Sponsorship	Co-branded or guest-written, shared to full list & socials	£350
Social Post Bundle	3 LinkedIn posts (10k weekly impressions), co-created option	£250
Webinar Sponsorship	Logo on invites, 2-min intro, post-event contact access	£500
Partner of the Month	Newsletter + blog + 2 socials + site feature (bundle)	£800–£1,000
Event/Series Co-Branding	Custom content/webinar series, co-branded for your audience	from £1,000
Sponsored Resource/Tool	Video, eBook, planner – co-funded & branded	£1k–£5k

Add-Ons

- Exclusive Placement (1 sponsor per month): +25%
- Custom Landing Pages: +£100
- Monthly Sponsor Metrics Report: +£50





Partnership Opportunities (Track B)

Instead of fixed rates, partnerships are co-designed around shared impact goals.

Examples include:

- funding research papers,
- joint advocacy campaigns,
- sponsoring educational events, or
- supporting victim recovery programmes.

These collaborations reinforce our mission and broaden collective impact.



Impact & Growth Potential

- Sponsorship potential: ~£30,000–£40,000/year
- Growth scenario: £50,000+/year with bundles, co-branded content, and resource projects.
- Partnership support amplifies advocacy, education, and recovery programmes, ensuring long-term sustainability

Example Mission-Aligned Sponsors

- **Ethical Finance:** Triodos Bank, Abundance Investment, Ecology Building Society
- **Tech for Good:** Notion, GoodLoop, Open Collective
- **Coaching & Training:** Barefoot Coaching, Animas Centre for Coaching
- **Publishing & Media:** Hay House, Watkins Publishing, Ethical Consumer
- **Advocacy & Impact Allies:** Transparency Task Force, ShareAction, Fair Finance, Money & Mental Health Policy Institute



JOIN US IN BUILDING A FAIRER FINANCIAL FUTURE

Two ways to get involved:

- Become a Sponsor – support our communications and outreach
- Partner for Impact – collaborate on research, advocacy, and community programmes

For enquiries, contact:

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HOPE YOU ARE INTERESTED TO JOIN.

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