





## SECURING THE FUTURE

- WHY should you support the SRF?
- HOW can you help?



## WHY?

- Russia's profile is too low
- The SRF aims to promote interest and understanding
- The SRF is active, independent, non-aligned
- Benefits for Scotland : commercial, political, cultural, social
- Benefits for sponsors



## Benefits to sponsors

- Raised awareness of your brand and your connection to Russia or other CIS countries
- Your logo and other promotional material on all literature connected with the event or programme sponsored
- Invitations to events and complimentary membership of the SRF



## HOW can you help?

Sponsorship opportunities


- Exhibitions
- Talks and other events
- Library
- Business
- Language Courses
- SRF Review
- e-Bulletins
- Promotion of Russian language teaching
- Language Assistant Programme




## Exhibitions




- Contemporary Russian, Ukrainian and other artists. Private views and associated talks enable sponsors to promote awareness of their involvement. 1800 people viewed exhibitions in 2008-9.
- £15,000 for programme, £neg for individual exhibitions




## Talks and other events




- A lively and varied programme of talks by experts in their fields. Other events have included successful stage productions, receptions and other social events. Over 1,000 people came to events in our first year (2008-9).
- £13,000 for programme, £neg for individual events




## Library



- Our library contains over 1000 donated books and is already attracting an increasing number of borrowers
- £9,000pa



## Business networking



- We have introduced a popular quarterly networking event for Scottish companies interested in the markets of Russia and the CIS and are planning an all day conference in 2010. We work with the SDI, UKTI, RBCC, CRCEES, VisitScotland and business consultants.
- £6,000 for programme, £neg for individual events




## Language Courses




- A programme of adult learning courses started in Sept 2009. We would like to introduce intensive courses for particular professional and other groups, as well as culture training for companies and other training courses
- £8,000pa

 **SRF Review** 


- Biannual magazine. Sponsorship would enable wider circulation (currently 400, plans are to increase this to 1000), higher quality printing and other improvements.
- £8,000pa

 **e-Bulletins**


- This is one of our most popular services, a weekly news bulletin to our members and associates covering a wide variety of notices of Russian events. Official circulation 5-600, unofficial may be double that. We plan to increase coverage by use of online networking sites in the near future.
- £10,000pa

 **Russian language** www.scotlandrussiaforum.org

- We support Russian language teaching in universities and are also trying to persuade the schools sector to reintroduce Russian to the curriculum: we participate in a number of language teaching events, offer taster classes and are developing a materials bank for teachers and learners.
- £7,000pa

 **Language Assistants**

- We recruit graduates from Scottish universities as English language assistants in Russian universities in collaboration with the St Petersburg Assn for International Cooperation. Sponsorship would allow us to grant modest bursaries.
- £8,000pa

 **Contact us**

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