Hometown Hearts Northamptonshire

SPONSOR PACK

Put your business behind local charities

Join the local businesses who pay for a leaflet that helps around 320,000 Northamptonshire homes give to the charities on their doorstep.



Around 320,000 homes • Two editions a year • hometownhearts.co.uk

This isn't just an advert. It's your business standing alongside the causes your customers care about.

About Hometown Hearts

Hometown Hearts is a leaflet that helps people give to the charities on their doorstep. Twice a year it goes to around 320,000 homes across Northamptonshire, towns and villages included. Residents scan a QR code, choose a local charity and donate on that charity's own page. **100% of every donation goes to the charity.** We take nothing from donations. Sponsors like you pay for the printing, the delivery and the running of Hometown Hearts, a small local business rather than a charity.

How it works

1. **You bid.** Apply on our website with a sealed bid for the space you want.
2. **We print.** An A4 double-sided leaflet: local charities on the front, sponsors on the back.
3. **We deliver.** Door to door by a professional delivery company, across the county.
4. **Residents give.** They scan, choose a charity and donate, and can see our sponsors' offers online.

Our promise

Nothing goes to print unless it's paid for

We only print when enough spaces sell to cover printing and delivery. If not, you get a full refund and can bid again for the next edition.

Donations never pass through us

People give on each charity's own donation page, so every penny goes straight to the charity. After each edition we publish how much was given.

Only independent local charities

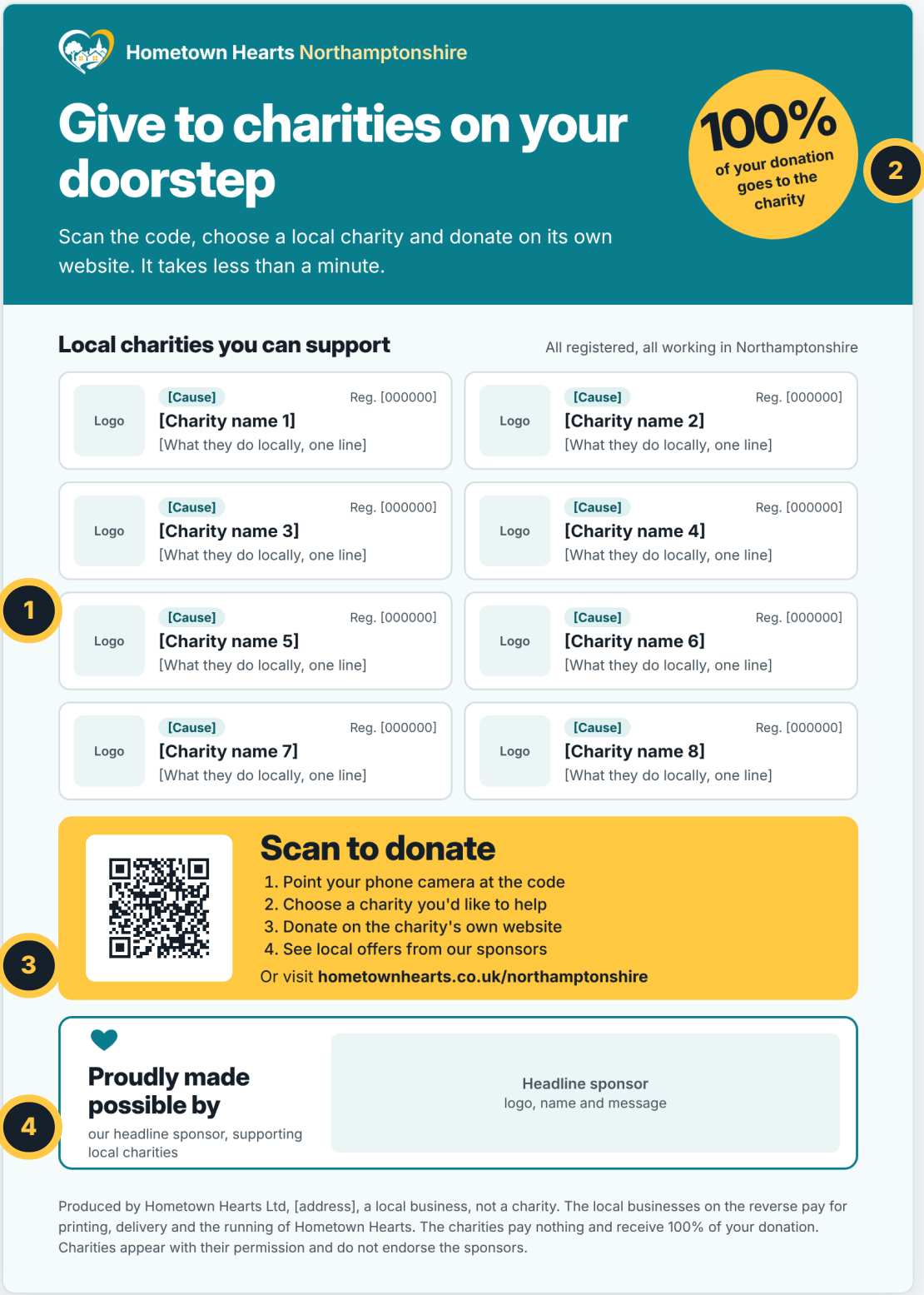
Every charity is registered, works in Northamptonshire and relies mainly on public donations rather than government funding.

No competitor beside you

We never place two businesses in the same trade side by side.

The leaflet: front

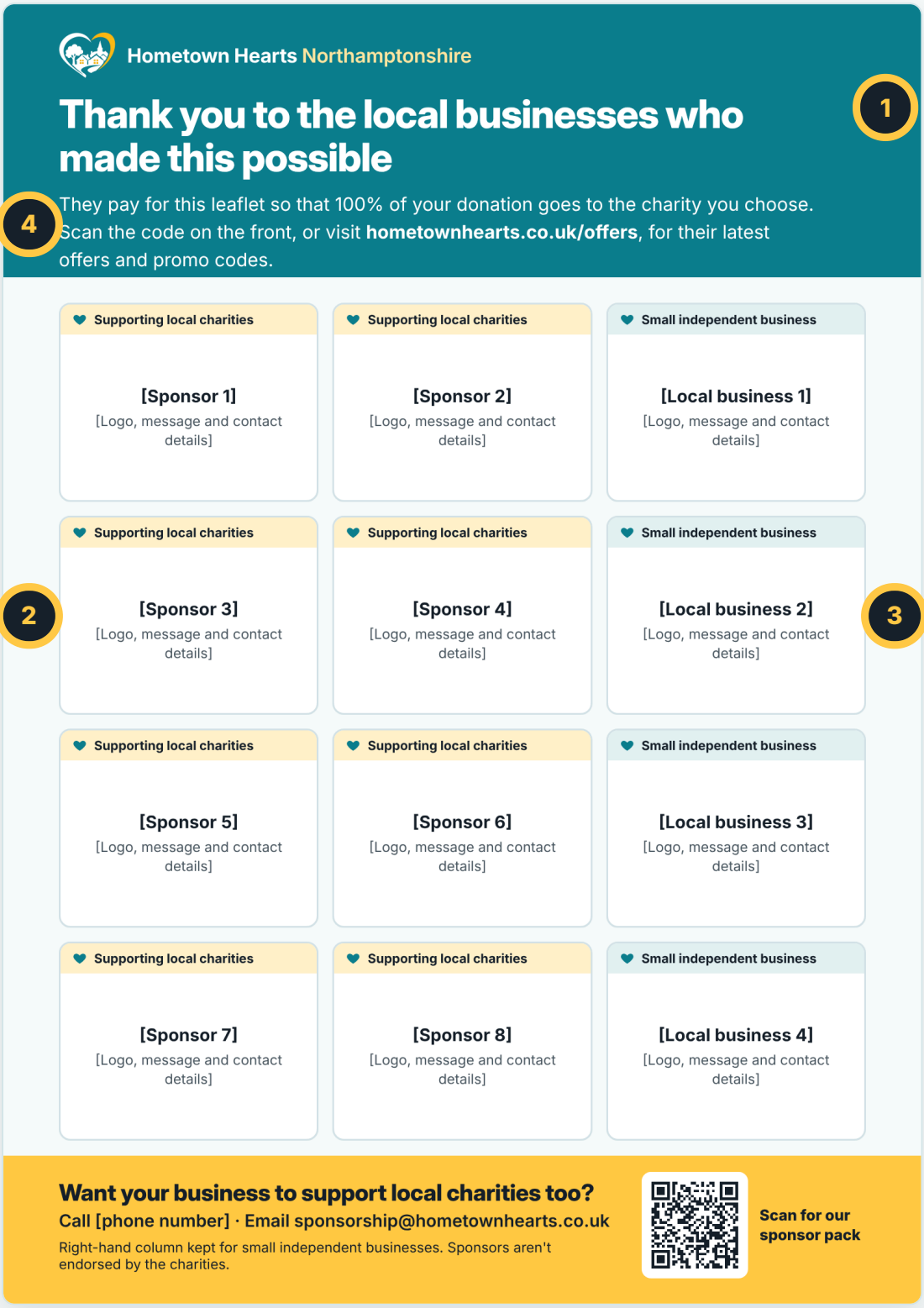
The charity side. This is what residents see first when it lands on their doormat.



1. **A selection of local charities** with their logo, cause and charity number. More are on our website
2. **The 100% promise** every donation goes straight to the charity
3. **Scan to donate** QR code to our website, then the charity's own page
4. **Headline sponsor** “Proudly made possible by” your business

The leaflet: back

The sponsor side, where your business is thanked for making it all possible.



Hometown Hearts Northamptonshire

Thank you to the local businesses who made this possible

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They pay for this leaflet so that 100% of your donation goes to the charity you choose. Scan the code on the front, or visit **hometownhearts.co.uk/offers**, for their latest offers and promo codes.

Supporting local charities **[Sponsor 1]** [Logo, message and contact details]	Supporting local charities **[Sponsor 2]** [Logo, message and contact details]	Small independent business **[Local business 1]** [Logo, message and contact details]
Supporting local charities **[Sponsor 3]** [Logo, message and contact details]	Supporting local charities **[Sponsor 4]** [Logo, message and contact details]	Small independent business **[Local business 2]** [Logo, message and contact details]
Supporting local charities **[Sponsor 5]** [Logo, message and contact details]	Supporting local charities **[Sponsor 6]** [Logo, message and contact details]	Small independent business **[Local business 3]** [Logo, message and contact details]
Supporting local charities **[Sponsor 7]** [Logo, message and contact details]	Supporting local charities **[Sponsor 8]** [Logo, message and contact details]	Small independent business **[Local business 4]** [Logo, message and contact details]

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Want your business to support local charities too?

Call [phone number] · Email sponsorship@hometownhearts.co.uk

Right-hand column kept for small independent businesses. Sponsors aren't endorsed by the charities.

Scan for our sponsor pack

1. **A thank-you to sponsors** asking residents to support you
2. **8 sponsor spaces** each marked “Supporting local charities”
3. **4 community spaces** kept for small independent businesses
4. **Your offers online:** readers are sent to our Local offers page for your promo codes

Why sponsor

You make it possible

Reaching every home in the county costs tens of thousands of pounds an edition, far more than any small charity could spend. That's why so many go unseen. Your sponsorship puts them in front of 320,000 homes.

Trust that money can't easily buy

People choose businesses that support their community. Sitting alongside local children's, animal and hospice charities says a lot about who you are.

Be known as a business that gives back

You appear as a sponsor of local charities, not just another advert. Share the good news in your shop and online when the leaflet goes out.

Two editions a year

About six months apart, so residents aren't overwhelmed and your business stays fresh in their minds.

Only 13 businesses

12 sponsor spaces and 1 headline space. You're part of a small group, not lost in a crowd.

Measurable

Your listing on our Local offers page has its own tracked link, so you'll see how many people clicked through to your website. Add a promo code to see who buys.

What you get

- Your advert on around 320,000 leaflets per edition
- An optional offer or promo code on our website's Local offers page, which you can change during the edition
- A short report after each edition: homes reached, QR code scans and clicks through to your website
- A listing on our website, linked to your own site, for 6 months from when the leaflet goes out, included in your price
- A place on our priority contact list, so we email or call you when bidding opens and before it closes. No marketing
- A Hometown Hearts sponsor badge for your shop window, website and social media, so customers know you support local Northamptonshire charities

Why it's worth more than an ordinary advert

An advert in a paper or magazine tells people what you sell. A space on Hometown Hearts shows them what you stand for, and people choose businesses they trust.

63%
of UK adults are more likely to trust a business that **supports small local charities**

65%
are more likely to trust a business that **contributes to the community** where they live or work

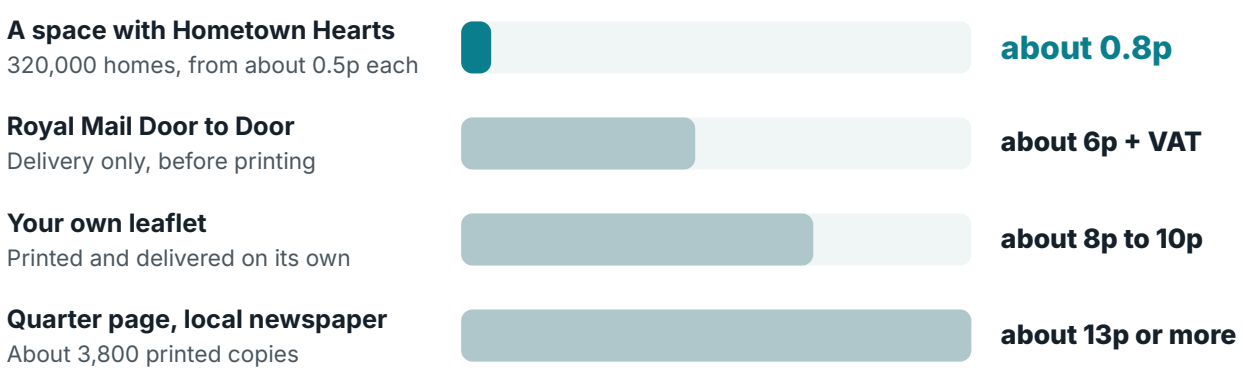
87%
are more likely to **buy from a company they trust**

Source: Neighbourly and YouGov survey of 2,100 UK adults, 2023.

More homes for your money

Sending your own leaflet to the same 320,000 homes would cost around £26,000 to £31,000. A space on ours reaches every one of them for about a tenth of that.

COST PER HOME OR COPY



Our estimates from published UK prices in 2026. Newspaper: a quarter page typically costs £500 or more in a regional paper; the Northampton Chronicle & Echo printed about 3,800 copies on average in 2024 (ABC). Your own costs will vary.

Not another sales leaflet

Most of what lands on the doormat wants something from the reader. Ours offers them something instead: an easy way to support the charities in their own community. Your business isn't the advert they skip past. It's one of the reasons the leaflet exists.

Spaces and prices

Every space supports the same local charities. What differs is where you appear. Prices are per edition, with two editions a year, about six months apart.

	Headline sponsor	Sponsor space	Community space
Price per edition	**Bids from £6,500**	**Bids from £2,600**	**£1,500 fixed**
How it's sold	Sealed bid: the highest bid wins	Sealed bid: the 8 highest bids win	Fixed price; random draw if more than 4 apply
Cost per home reached	from about 2p	from about 0.8p	about 0.5p
How many	1 only	8 only	4 only
Who can book	Any local business	Any local business	Independent local businesses, under 10 staff
Where on the leaflet	Front, beside the charities	Back, left two columns	Back, right-hand column
Size	Full-width panel, approx. 185 × 35 mm (logo area approx. 118 × 27 mm)	approx. 59 × 45 mm	approx. 59 × 45 mm
Label on your advert	“Proudly made possible by”	“Supporting local charities”	“Small independent business”
Website	Top billing, linked to your site, for 6 months	Listed, linked to your site, for 6 months	Listed, linked to your site, for 6 months
Local offers page	Optional offer or promo code, listed first	Optional offer or promo code	Optional offer or promo code

Cost per home at the starting bid, for around 320,000 homes. Bidding, the two-edition plan and community spaces are explained on the next page.

Web-only sponsorship

Not ready for the leaflet? Appear as a sponsor on our website instead: your logo, a link to your site and any offer, beside the charities, for 6 months from when your listing goes live. Limited to 10 per county.

£250
for 6 months

How bidding works

The headline and sponsor spaces are sold by sealed bid, so every business has a fair chance and the price reflects what the space is worth to you.

1 You bid in private

Tell us the most you'd pay for the edition, at or above the starting bid. Nobody sees anyone else's bid.

2 The highest bids win

When applications close, the highest bids win. If there are fewer bids than spaces, every valid bid wins.

3 You pay your bid

No hidden extras. Sponsorship pays for printing, delivery and running Hometown Hearts, so 100% of donations go to the charities.

Two-edition plan: keep your space

Hometown Hearts is new, and bids may rise as more businesses get to know it. A plan lets you lock in your space and today's price for the next edition too.

- **Today's price** for both editions
- **Your space guaranteed**, with no bidding next time
- **One sign-up**, and the same artwork if you like
- **Listed on our website** without a break

How it works. Bid once for this edition and the next, from double the starting bid (£5,200 for a sponsor space, £13,000 for the headline). Your plan bid counts as half per edition against the other bids, so it wins on the same terms: a £5,600 plan counts as £2,800 per edition. You pay half before each edition. Up to 4 sponsor spaces each edition can go to plans; if they're taken, your bid counts as a single-edition bid at half the amount. Not available for community spaces.

Community spaces: kept for small local businesses

These never go to bidding. Four fixed-price spaces for independent Northamptonshire businesses with fewer than 10 staff. If more than four apply, we draw at random, and those not picked go to the front of the queue next time. No business can hold one for two editions in a row, so the spaces keep moving round.

Our promise. Nothing goes to print unless enough spaces sell to cover printing and delivery. If an edition doesn't go ahead, every sponsor gets a full refund and can bid again next time.

How to apply

1. **Fill in the sponsor bid form on our website** by the deadline, or apply by phone or email. Tell us the space you'd like, whether you want the two-edition plan, and your bid. Applying is free; you're only committed once you sign our booking form.

2. **We confirm your space** by email soon after applications close.

3. **Sign and pay to confirm.** Complete our booking form and pay online or by bank transfer. Your space is held once payment is received.

4. **Upload your artwork** by the artwork deadline: a print-ready advert (300 dpi PDF or PNG, approx. 59 × 45 mm), or just your name and logo. You'll see a proof to approve straight away.

Who can sponsor

Most local businesses. We turn down gambling, tobacco, vaping, adult services, high-cost lending and political campaigns, and drinks companies can sponsor as local employers but can't advertise alcohol. We may also decline a business that clashes with a charity we feature (say, a brewery beside an alcohol-support charity), at no cost to you.

Payment and cancellation

Pay within 7 days of your space being confirmed. On the two-edition plan, you pay half before each edition.

Changed your mind? You can cancel up to the artwork deadline and we'll refund you, less a £100 admin fee.

If an edition doesn't go ahead, you get a full refund for it.

Once the leaflet goes to print, all bookings are final. The full terms are on our booking form.

Questions businesses ask

Who designs my advert?
Send a finished advert, or just your name, logo and a short message, and we'll lay it out to match the leaflet.

How will I know it was delivered?
Our delivery company gives us proof of delivery, and your report after each edition shows homes reached, QR scans and clicks to your website.

Do the charities endorse my business?
No. You support the charities, but they don't endorse any business. The leaflet makes this clear.

Do you charge VAT?
We're not VAT registered at the moment, so no VAT is added. Your invoice will always show this clearly.

What if there's a mistake in my advert?
You approve a proof first. If our error is printed or an area is missed, we correct it next edition or partly refund you.

Can I keep my space next time?
Yes: bid for our two-edition plan. Otherwise each edition is sold separately, and we'll tell you when bidding opens.

Where does my money go?
First, printing and delivery to every home. The rest runs Hometown Hearts, a small local business: the website, admin, a reserve so no edition is cancelled, and growing into new counties.

What if the leaflet doesn't go ahead?
Nothing goes to print unless enough spaces sell to cover it. If an edition doesn't go ahead, you get a full refund.

Regional and national partnerships

Planning a larger campaign? For companies that want to reach homes across several counties, or over several editions, we can put together a tailored partnership: for example, the headline space in every county we cover for a year or more, as Hometown Hearts grows. Partnerships are arranged on request and agreed before bidding opens. To discuss one, email **sponsorship@hometownhearts.co.uk**.

Ready to support local charities?

To apply or ask a question, contact **Simon** on **[phone]** or **sponsorship@hometownhearts.co.uk**.

Website: **hometownhearts.co.uk**

Not ready yet? Join our priority contact list. We only get in touch when bidding opens, before it closes, or with important news. No marketing.