

Totnes Community Bus

Charity No: 1111971

Telephone: 07800745332

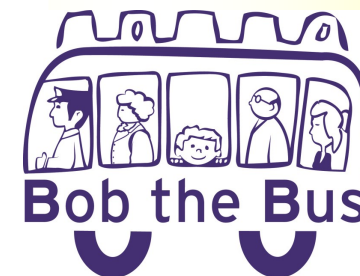
E mail: bobthebushire@yahoo.com

Totnes Community Bus Group

January 2014

“A BIT OF BOB”

Sponsorship pack



Support your local community transport !



The Totnes community bus was piloted in 1997 after a chance remark made by a visitor to the Totnes Information Centre. She was complaining that the main shopping street was very steep and was not easy to walk up, especially for the less able shopper. She asked whether anyone had thought of the possibility of having a small shuttle bus which took passengers to the top of the town. A town councillor, who coincidentally brought school parties into town to utilise the historic environment, spoke to one of the local coach firms that she used and asked if they would be willing to pilot a service for a few weeks during the summer season. An agreement was reached and both the Town and District councils agreed to fund the project for one year. The experiment was a great success, the service carrying over 700 passengers between June and the end of September.

It was then decided that it would be useful to try to continue the summer service during the peak holiday period the following year. Again both local councils offered grant aid, but only on the proviso that the business community offered matched funding. Several volunteers personally visited all the shops and offices in the town centre and enough money was raised to hire another bus with a driver.

It soon became clear that a more permanent all-year-round service would be very useful indeed so in 2000 a community group was set up to try to take the service to another level. Grant aid was made available to hire a full-time co-ordinator to look at the practicalities such as route and timetable planning, fill in all the necessary forms and most importantly to raise sufficient capital to purchase a new bus to be owned by and run for the community. This proved to be a very successful exercise and in 2002 the group, with the help of various national bodies such as Help the Aged and the Countryside Agency, was able to buy a brand new bus. The name of the co-ordinator was Bob Vaughan and to honour him for all the work that he has put into the project working on, even when all the grant aid had run out the new bus was named 'Bob'. The bright yellow 'Bob the Bus' quickly became a much loved and valued feature of the Totnes street scene.

The group and the service have gone from strength to strength and is arguably one of the most successful community bus groups in the country. It now owns 3 buses, one of which continues to service the town and one which is hired out to town groups. The latest addition to the 'fleet' was a bus purchased for the express purpose of carrying a group of students to a nearby school after their bus service was axed during cutbacks. This resulted in a local bus company setting up a new registered school run so that more local children could access the grammar school. In Oct 2013 the group have been successful in raising enough money to order a new bus to meet the needs of a neighbouring village and bring more people into Totnes.

All the drivers and committee members are volunteers and the service would not exist if it was not for their dedication and commitment to providing such an excellent community service.

How to pay



Bank Transfer (BACS)

Please transfer money to our bank account, details as below with your name in the reference field:

Totnes Community Bus

HSBC Totnes Branch, 57 High St, Totnes, TQ9 5NS

S/C: 40-44-24

Account No: 21222155

Please ensure that you email us your form when making payment so we can respond back to you with your receipt!

Cheque

Please make Cheques Payable to Totnes Community Bus and post to

Totnes Community Bus

c/o The Coordinator

14 Follaton

Plymouth Rd

Totnes

TQ9 5NB

Thank you for your continued support!

Sponsorship agreement form



I agree to pay my sponsorship in full by 30th April . I agree to abide by the conditions of the sponsorship package and will supply business logos for upload on the webpage. I understand the TCBG Committee will abide by the conditions of the sponsorship package.

I agree that the TCBG Committee may use such material as outlined in the sponsorship packages for promotional purposes.

I understand the TCBG Committee will respond to my enquiries in a timely manner.

By signing here I have read and agreed to the above statements.

Name:

Organisation:

Postal Address :

.....

.....

Contact Phone Number:

Email:

Bit of Bob Sponsoring:

.....

Sponsorship Package/Amount:

.....

Signature:

Date:.....

Please email a scanned completed copy to bobthebushire@yahoo.com

WHY HELP US?



- ◇ 'Bob the bus' has carried over 200,000 passengers since 2002.
- ◇ 350 people using BOB every week cannot be wrong, the majority say "Bob is their lifeline"
- ◇ 'Bob' provides a scheduled weekday service throughout the Town, year in, year out, vital to so many townsfolk .The route encompasses both Bridgetown and Follaton every hour, running up the High Street every 30 minutes
- ◇ 'Bob' provides alternative sustainable travel for all, whilst helping the environment, and all at a minimum cost – 80p throughout the Town
- ◇ 'Bob' serves Stoke Gabriel on a Friday. A village that has no other public transport available direct to Totnes.
- ◇ The group is working to provide an additional Tuesday summer shuttle service between Stoke Gabriel and Totnes. This will include calling at 4 nearby campsites, bringing more visitors to our unique town.
- ◇ 'Bob the bus' is available to concessionary bus pass users
- ◇ Community groups can hire a 'Bob' for either self drive or with a driver at very competitive rates which includes fuel.

Totnes Community Bus needs your help to keep the wheels of 'Bob' turning. We have sponsorship packages and a "Parts List" with a number of sponsorship options. All Parts great and small that we need to keep the wheels of 'Bob the Bus' turning are vital, so be as creative as you need to be! Remember one pound adds to many pounds, so please help us to keep this Totnes icon on the road.

Benefits of Sponsorship



Marketing Benefits through Sponsorship

Sponsorship enables the display of Company Name and Logo on the:

- ◇ Sponsors page on the 'Bob the Bus' website and documentation
- ◇ External of scheduled bus and hire bus
- ◇ Internal of scheduled bus and hire bus
- ◇ Links to your own company website

Other Benefits through Sponsorship

Apart from supporting your local community transport

other benefits are:

- ◇ Promotion of your company brand as one that is socially-aware and proactive
- ◇ Obtaining a better understanding of the transport needs of your community
- ◇ Involvement in your local community
- ◇ Supporting the health and welfare needs of your community

Adverts prices (exclusive of VAT)



ONLY
£250
Per year



ONLY
£20
Per Month

Sponsorship through advertisement



BOB'S STREET VIEW

- ◇ We can offer local traders the opportunity to advertise their business on the interior and exterior of the buses
- ◇ Bob the bus' travels around Totnes Monday to Friday from 9.30am til 4.30pm, travelling up Totnes High st every half hour. That's 13 times a day !
- ◇ 'Bob' is bright yellow and cant be missed!
- ◇ 'Bob' often attracts attention through his distinctive large 'Bob the Bus' logo on the front of the bus
- ◇ 'Bob' carries approximately 350 passengers per week
- ◇ The Hire bus travels to neighbouring towns and cities including Exeter and Plymouth and sometimes even further on weekdays and weekends.
- ◇ You can place an advert on the exterior of the bus and reach out to potential customers along the route. Your advert continually works for your money, attracting pedestrians, car users, cyclists and passengers.

BOB'S EYE VIEW

- ◇ You can place adverts on the back of 'Bobs' seats a great way to advertise promotional offers or detail about your products
- ◇ A personal eye level advert that will attract the attention of the passenger on the bus
- ◇ You even get the opportunity to change the advert on a monthly basis, keeping your potential customers up to date with what you have to offer.

Sponsorship packages



Platinum Sponsors £4000 (5 years)

Logo on all buses once procured. Limited spaces available, please check with us

- ◇ Recognition as a platinum sponsor (with organisation logo) on the sponsors page of the official website including a hyper link to your organisation's home page
- ◇ Internal seat advertisement space
- ◇ Certificate of Support and Appreciation

Gold Sponsors - £2000 (3 years)

- ◇ Recognition as a Gold sponsor (with organisation logo) on the sponsors page of the official website including a hyper link to your organisation's home page
- ◇ Internal seat advertisement space
- ◇ Certificate of Support and Appreciation

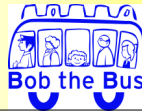
Silver Sponsors – £1000 (1 year)

- ◇ Recognition as a Silver sponsor (with organisation logo) on the sponsors page of the official website including a hyper link to your organisation's home page
- ◇ Small logo or ad on bus timetable
- ◇ Certificate of Support and Appreciation

General Sponsors

Please help us by sponsoring a part of the bus or part of keeping the bus on the road. Recognition as a General sponsor (with organisation logo) on the sponsors page of the official website

General Sponsorship



£500



£500 will pay for a years worth of safety checks. Bob gets a health check every 6 weeks by Harrison's Garage to ensure he is safe to travel the streets of Totnes !

£400



Bob travels 370 miles per week just on the town route. That's 19240 per year. £400 will buy up to 4 tyres.

£300



1000 timetables are printed every 2/3 months. £300 will print enough timetables for one year

£200



Bob is cleaned every week inside and out. £200 will buy cleaning materials to keep him shining all year round !

General Sponsorship



£100



Bob's volunteer drivers proudly wear yellow T shirts to represent Totnes Community Bus group. £100 will buy ten T shirts

£50



Bob has 18 stops on his town route 6 times a day. That means the driver brakes approx. 39312 times a year. £50 will buy enough brake light bulbs for a year or a set of brake pads.

£20



'Bob the Bus' carries approx. 350 passengers per week. Return tickets are issued using a Ticketer machine. £20 can buy a box of 16 ticket rolls



Hosting one of our donations boxes can raise much needed funds. A full box can raise as much as £100 in small change.