

Our Goal

The goal of [Mask]ulinity is to help provide a platform for men to talk about the pressures experienced in their own day to day life, from body acceptance to what it means to 'be a man'.

The work focusses on the role 'masculinity' plays in defining an athletes identity at work, in sports and in their social lives.

At a time when men's mental health is considered to be in crisis, we encourage brands to be part of the conversation. We believe that our photo project will help connect them with new audiences and will show commitment to engaging in this issue.



Birmingham, UK



07920 797 286

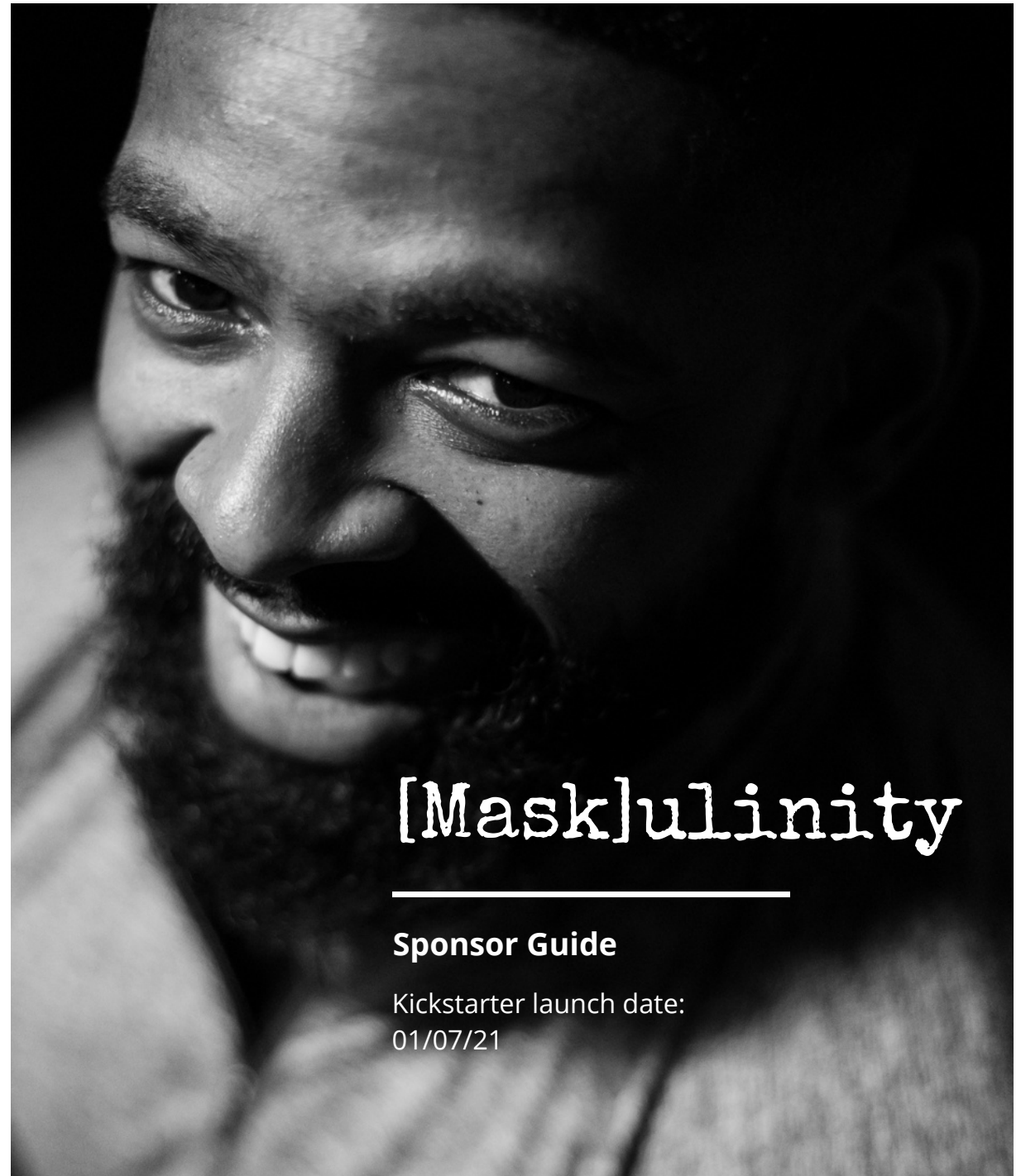


info@amy-rose.co.uk



www.amy-rose.co.uk/maskulinity

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[Mask]ulinity

Sponsor Guide

Kickstarter launch date:
01/07/21

Sponsorship Packages

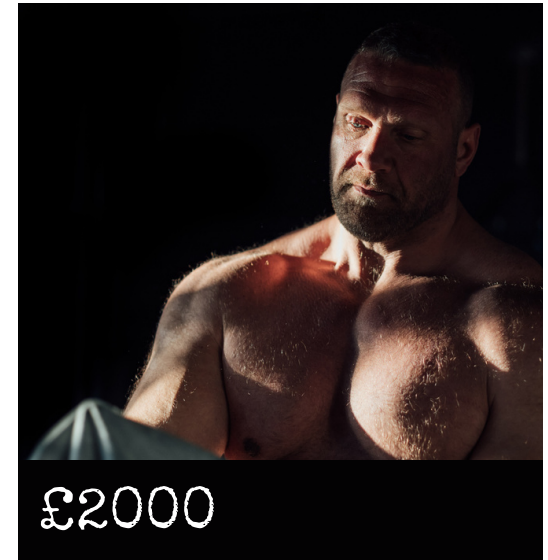
The Kickstarter for [Mask]ulinity will launch 1st July 2021. We are hoping to reach a goal of £11,000 which will provide us with 250 hardback copies of our photo project. In order to do this, we are looking to work with both businesses and individuals.

The project has been incredibly well received so far. We have had comments far and wide congratulating the athletes on being involved in this important work.

We would like to offer organisations an opportunity to invest and support us in helping this project become a reality. In return we are able to offer some exciting package options.



Package A



Package B



Package C

Kickstarter
launch
1/7/2021

Package A

Print

1/2 page advert printed in book
5 copies of [Mask]ulinity
Dedicated thank you in book

Kickstarter

Inclusion of brand 'reward' with Kickstarter

Social Media

Supplied virtual folder inclusive of imagery
for use across platforms.
Instagram tags/mentions in grid posts
promoting [Mask]ulinity
A photo post thanking your brand for your
support

£1000

Package B

Print

1 full page advert printed in book
10 copies of [Mask]ulinity
Brand marketing materials to be included
with book
Dedicated thank you in book

Athlete photoshoot

Brand athlete to be photographed and
included in the project

Kickstarter

Inclusion of brand 'reward' with Kickstarter

Social Media

Supplied virtual folder inclusive of imagery
for use across platforms.
Instagram tags/mentions in grid posts
promoting [Mask]ulinity
A photo post thanking your brand for your
support

£2000

Package C

Print

1 full page advert printed in book
10 copies of [Mask]ulinity
Brand marketing materials to be included
with book
Dedicated thank you in book

Athlete photoshoot

Brand athlete to be photographed and
included in the project

Kickstarter

Inclusion of brand 'reward' with Kickstarter

Video

Brand logo featured in promotional videos

Social Media

Supplied virtual folder inclusive of imagery
for use across platforms.
Brand logo can be added to images on
request.
Instagram tags/mentions in grid posts
promoting [Mask]ulinity
IGTV by Amy-Rose speaking about your
brand, posted to IG grid and stories

£3000



Visibility

- Working in partnership with a range of high profile sports professionals, from powerlifting to Brazilian Jiu Jitsu
- Visibility of brand through various forms of media - social, photo & video, print
- Supporting an authentic, documentary project with a story telling narrative, relatable to current and new customers
- Helping to provide a platform for Mens Mental Health discussions at a time when it is recognised to be in crisis

