

Sponsorship opportunities

There are a number of packages available:

- **Project Partner (from £50 per year)**
 - Promotion of the Project Partner on www.schoolsproject.co.uk
- **Business Partner (from £250 per year)**
 - As Project Partner, plus
 - Nominate a partner school to receive a 'Project Box'
 - Your own page on www.schoolsproject.co.uk
 - News items for the Business Partner and the nominated school
- **Key Partner (from £1000 per year)**
 - As Business Partner, plus
 - Nominate five partner schools to receive a 'Project Box' and prizes
 - A regular supply of news items for the Key Partner's website/newsletter throughout the year
- **Core Partner**
 - For details of this package, and options available for Core Partners, please contact Patrick Gaffney on patrick@theschoolsproject.co.uk



*Project boxes contain colour-printed Hospitality Matters quiz sheets, answer sheets and prizes for the school to award

How can you get involved?

Visit www.schoolsproject.co.uk/joinup2.htm and complete the online registration form.

For further information on:

- the **BII Schools Project** – email schools@bii.org or visit www.schoolsproject.co.uk
- the **BIIAB Level 1 Certificate in Alcohol Awareness** – email schools@bii.org or visit www.biiab.org/schools
- **BIIAB's range of qualifications** for those in the licensed retail sector – visit www.biiab.org/qualifications or contact the BIIAB QA department on 01276 684449.
- **BII membership** – visit www.biiab.org/membership or contact Membership Services on 01276 684449.
- **Springboard's Pubs and Bars campaign** – visit www.springboarduk.org.uk



BII, Wessex House, 80 Park Street, Camberley, Surrey, GU15 3PT.

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www.schoolsproject.co.uk

education

information

careers



DRINKWARE.CO.UK

BII Schools Project

Licensed retail at the heart of the community





“Research showed that in 2005 around 22% of 11 – 15 year-olds in England had drunk alcohol in the previous week. They consumed an average of 10.5 units – an increase from 5.3 units in 1990*.

These are shocking statistics and through the BII Schools Project, BII is committed to informing young individuals of the risks connected with alcohol misuse at an age when peer pressure and misinformation regarding alcohol is rife. The Project will give clear information to help young people understand the implications of drinking alcohol, as well as giving them an insight to the exciting opportunities of a career in the hospitality industry.”

John McNamara CMBII, Chief Executive of BII

What is the BII Schools Project?

The BII Schools Project has been developed in response to a Government initiative to reduce issues linked to alcohol consumption by young people aged 13 - 16. The project raises the awareness of young people of the social, economic and health issues of alcohol, its harmful effects and what constitutes sensible drinking. The project also highlights the growing importance of the UK's hospitality sector, and helps bring careers in the industry to life.

Who is the BII Schools Project for?

The BII Schools Project is a partnership which brings schools, parents and commerce together. Companies and organisations within the hospitality sector can support the project through sponsorship.

For more information about sponsorship opportunities, visit www.schoolsproject.co.uk/joinup2.htm



The BII Schools Project is centred around www.schoolsproject.co.uk and comprises:



• On-line quizzes

There are a number of short quizzes which can be answered on-line or printed off by teachers for use in class or as homework, that approach a wide range of issues relating to alcohol and the hospitality sector.

• Hospitality Matters quiz sheets

These fun quiz sheets highlight the importance of the hospitality sector in modern Britain, and the interesting and rewarding careers it offers. The quiz sheets also cover the effects of alcohol consumption, and learners can work on them either in class or at home.

• The BIIAB Level 1 Certificate in Alcohol Awareness

This qualification covers key subject areas, including:

- the nature of alcohol and strengths of different alcoholic drinks
- how alcohol affects the body and the dangers of drinking too much
- the risks of irresponsible drinking to sexual health
- how the licensed retail sector promotes responsible drinking and how the licensed retail sector contributes to the local and national economy.



• Case studies

These give a true insight into the varied careers available in the hospitality sector.



What is BII?

BII is:

- the professional body for the licensed retail sector, with a remit to raise standards across the sector and promote the responsible use of alcohol
- the fastest-growing membership organisation within the sector with over 17,000 members
- the leading provider of qualifications for the sector through its awarding body, BIIAB.