



Partnerships and Sponsors

The first ever UK divorce fair - the Starting Over Show - became the subject of **Thought for the Day** on the Wogan Show, as well as making full page spreads in national papers ranging from the **Guardian** to the **Sun**.

Become our partner in future shows and benefit from being part of a brand new resource that changes people's lives for the better.

Thought For the Day on Radio 2's Wogan Show

(<http://www.startingovershow.co.uk/index.php/wogans-thought-for-the-day/>)

BBC SE News Coverage of 2009 event

<http://www.startingovershow.co.uk/index.php/bbc-south-east-news/>

Starting Over Show t: 0208 8167281

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Press page: <http://www.startingovershow.co.uk/index.php/sos-15-march-2009/press-coverage/>

What do we live for; if it is not to make life less difficult for each other?

George Eliot (1819-1880)

The Starting Over Show is the first UK event to help people bounce back from relationship break ups and life crises. On that special day in March 2009, we created a safe haven in which soon-to-be singletons and those further down the breakup road, were able to take professional advice to build the confidence and skills they needed to go it alone.

And we are going to do it all over again in London and Brighton, in the Spring of 2010.

Get involved and sponsor the Starting Over Show and you'll be tapping into a legion of loyal customers, who'll remember you were there when they needed you.

Articles and press coverage included:

(figures from BARB and RADAR)

Alan Titchmarsh Show (ITV1 average daily reach that week 22,592)

BBC Radio 5 Live (broadcast to 50,735,000)

BBC Breakfast TV (BBC1 average daily reach that week 29,610)

Premier Christian Radio (broadcast to 10,784,000)

BBC Radio 4 You & Yours (broadcast to 50,735,000)

BBC Radio 2 "Thought for the Day" Wogan Show (50,735,000)

[See our international press coverage here:](#)

<http://www.startingovershow.co.uk/index.php/sos-15-march-2009/press-coverage/>

SUNDAY EXPRESS

theguardian

INTERNATIONAL
Herald Tribune

Daily Mail



The Times

The Washington Post

THE Sun

Sponsorship package includes:

Exclusivity: official show sponsors are limited to two per event

Own page on Starting Over Show website: (the site received 134,927 hits and 9,661 visits during the month of March 2009)

Free space: 2x2m exhibitor space at the live SOS event (larger spaces available if you wish to upgrade)

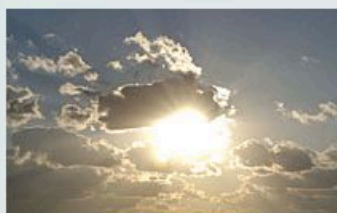
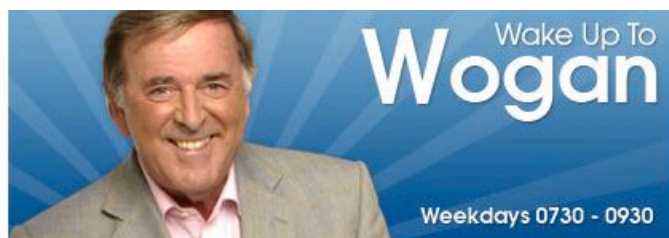
Talk to the visitors: opportunity to provide a talk to our visitors on the day

Media exposure: direct contact with the press and media on the day of the event

Direct contact with our database: inclusion of your branding material on our automated emails to our visitors

SOS Brighton Sponsorship Cost: £3,000

SOS London Sponsorship Cost: £5,000



PAUSE FOR THOUGHT

Read the latest below.

Find out more about our Pause For Thought **contributors**.

Monday | Tuesday | Wednesday
Thursday | Friday

Rev'd Chris Morley, Methodist Minister at Haywards Heath **Wednesday 18 March 2009**

I wasn't sure how I felt over the weekend about an event that took place in Brighton. In one way I felt critical – someone was cashing in on other people's suffering – but then I thought it might offer some valuable help in what is often a desperately sad and difficult situation. It was a Divorce Fair. Some stalls offered legal or financial advice, others offered techniques for dealing with stress and some, for those who like retail therapy, sold shoes or chocolate.

There's no doubt the organiser was tapping into a growing market. Every year 140,000 couples and their children and their wider families all feel the pain a marriage breakdown inevitably brings. But divorce fairs apart, how **do** you deal with the anguish of separation, the disruption to people's lives, the confusion of children? Indeed how do any of us deal with those other times of life when because of bereavement, redundancy or sudden illness, our lives seem to fall apart.

SPONSORSHIP PACKAGE

Inclusion of your branding material on our automated emails to our visitors who register online for tickets (from when your sponsorship begins to up to 2 months following the date of the show)

Promotional banners (supplied by you) in the entrance of the exhibition venue and other key points

Own page on Starting Over Show website with links to your own website and any promotional information and images you wish us to include (the site received 134,927 hits and 9,661 visits during March 2009 alone)

Sponsorship status to be featured in all online show materials and communications to attendees, partners, exhibitors and via media promotions. To include: SOS website, email marketing, newsletters, blog, and press releases

Sponsorship of all talks/demos (promotional banners/material to be provided by you and made available in the room allocated for these talks)

Logo on all PR materials and opportunities for inclusion in media liaison and coverage which may feature a nominated spokesperson from your company

Free exhibitor stand at the show

Access to free tickets to the event for all clients and staff for the SOS event

Direct contact with the press and media on the day of the event

Provision of co-branded electronic promotional materials for customers and employees as needed

The opportunity to stage your own exclusive post event drinks reception for guests of your choice at venue (to be funded separately by you but we will arrange the venue hire if requested and issues press invites)

Opportunity to provide a talk/demonstration to our visitors on the day

OTHER BENEFITS OF SPONSORSHIP

Association with a unique and positive brand

that will offer information and inspiration to all those going through relationship break ups or life changes of any kind

Development of your own brand awareness & **communication of your key messages**

Sponsorship of this nature also provides an ideal platform to launch a new product or service

Access to a minimum targeted 500-1,000 individuals who could potentially buy your products and/or services

Achieve Corporate Social Responsibility (CSR)

objectives by demonstrating a conscientious interest in, and consideration for, the impact a serious life change such as divorce or relationship break down could have in the workplace for employees, the marketplace for customers and suppliers, as well as within the wider community generally and for other stakeholders connected with your business

Pro-active CSR will **enhance your status as an 'Employer of Choice'** as many employees now actively seek to work with more responsible and ethically driven organisations

Support for your existing sales & marketing campaigns. Event sponsorship gives you an effective and creative mix of promotional techniques which are vital for marketing your business and gets your product attention from a large audience

Generation of positive PR for your brand & your firm via **national and regional promotional exposure** and by working closely with the event PR firm and media partners for on and offline coverage

Increase traffic to your website - Let Google find you: The full page with link on our website and online PR means our visitors will read about your service and be directed to your site or specific pages of your choosing. This will also enable the search engines to find your website and boost your search rankings too

Positively promote your brand as **innovative yet compassionate** in the challenging economic climate which is having an impact on the social wellbeing of couples, families and communities. This association of your business with **'Thought Leadership'** can highlight and endorse your business as a pioneer in its field and help to gain a perceived advantage over your competition

Thought Leadership - "the recognition from the outside world that the company deeply understands its business, the needs of its customers, and the broader marketplace in which it operates."

Other sponsorship options:

Compact resource based show guides:

These will be easy to put in a handbag to take home and keep as a long term resource. Consequently there are only 2 pages available to advertisers and SOS Sponsors will have priority.

£500 per page per 1,000 show brochures

Flyer distribution:

We get flyers delivered door to door and to clubs and cafes close to the venues and your logo/key message can be included on these flyers

£500 per 10,000 A5 flyers

Special online feature:

We will write a special feature focusing on you and your business, including images and links to your website

This feature will be posted on our Starting Over Show event site for a minimum of 6 months

You will also be featured in an issue of our online SOS magazine sent out to all subscribers*

£250 (£70 to SOS Club Members)

online promotions:

An image/logo or banner with text on our website promotions page linking to your own website (max 60 words)

Also, a condensed version on our 'promotions' section of our online magazine guaranteed for at least one issue *

£50 (£20 to SOS Club Members)

* *Some statistics: SOS website March 2009*

* *134,927 hits*

* *42,851 page views*

* *9,661 visits*

Chocolates, Shoes and Religion.....

Interestingly, the Brighthelm Church are supportive of our events, and the non-denominational pastors who came to our March 09 show were a big hit with the visitors and also the press.

The Reverend Morley was dubious about this 'divorce fair' in Brighton so he visited - and made it the very positive subject of his Thought For the Day on Radio 2's Wogan Show

(<http://www.startingovershow.co.uk/index.php/wogans->



Karma Sutra Chocolates left nothing to the imagination at the Starting Over Show, but the inclusion of sexy chocolates and shoes at the event was more than to raise a smile from the visitors.

For many women, divorce (which is happening in increasingly older age groups) can be devastating for self esteem and the ability to laugh, enjoy life again, or even start a party-plan business (Shoe Queen) can be very empowering.



The Competition.....

So far 2 'divorce fairs' are scheduled by other companies in the UK this year (Leicester in June and Birmingham NEC in September). Both differ fundamentally to SOS - they essentially are about getting through the divorce process without really questioning the ethos or social attitudes towards how people go about it.

The best example to illustrate this, is that both the other events have private detectives exhibiting. We don't.

SOS cannot allow private detectives to exhibit (or DNA testers who exhibited at the first ever divorce fair in Austria) simply because, these businesses are not focused on 'starting over'.

Our mission is to pull people out of the combative approach to breaking up and luckily, that approach is being supported by collaborative lawyers, divorce coaches, members of the Church and the media as a whole.

Over 140,000 UK couples divorce each year, not to mention the thousands of co-habiting couples who need to extricate themselves from shared mortgages and lives. Some civil partnerships are now breaking down too.

The Starting Over Show has been designed to serve people who have experienced a relationship break up, life crisis or significant change to their circumstances and who want to turn their life around. The show will bring together a wide range of services, products and organisations designed to help visitors move forwards in their lives.

Our exhibitors and website can also allow people to move forwards from other life changing situations, such as bereavement, and redundancy.

“With the credit crunch starting to hit, quality professional advice and a vision of a better future are more important than ever. That's why we have counsellors, life coaches and family mediators as well as lawyers attending the shows. Our last free legal surgery was booked out within an hour of the show opening.

"We want the shows to demonstrate how to seek the right support and the benefits of taking positive action, rather than succumbing to negative or resentful feelings. The shows give people access to all the resources that can help them to really start over, all under one roof.”

Suzy Miller: Creator and Producer of the Starting Over Show

We also have created an independent resource site - the SOS Village at www.sos-village.org - where you can get access to many free and valuable sources of information and help. We welcome contributions to the content of the site from people who are 'starting over'.



So where has the SOS concept come from?

The very first ever divorce or 'break up' fair was held in Austria. Around 500 people and 20 exhibitors attended the first ever divorce fair at the Vienna Marriott Hotel in October 2007. The fair gave advice on how to organise a post-married life, and to help couples to untie the knot as painlessly as possible.

The two-day fair was held under the motto "New beginning". The event allowed would-be divorcees to consult lawyers about their rights and seek advice. The divorce rate in Austria hit an all time high of 50% in 2006, with 66% of marriages in Vienna ending in divorce.

In 2008 there were divorce fairs in Holland and Switzerland, as high divorce rates fuel the need for such events.

Unlike the event held in Austria, the Starting Over Show focuses on moving forwards through the process rather than getting stuck in the traditional wrangling over money and property. Breaking up with out breaking down is a theme of the SOS events, which is why the show will not be including some of the exhibitors present at the divorce fair in Austria. No private detectives and DNA testers will be exhibiting at SOS!

The culture of the Starting Over Show is one of providing information and inspiration to the visitors, and encouraging them to consider collaborative law and financial mediation as a way forward. Consequently, the need to 'segregate' the sexes as in the Austrian event will not be happening at SOS, as that would go against the inclusive ethos of the show which hopes also to attract visitors going through civil partnership breakups which are happening now in Brighton and elsewhere in the UK.



Couples contemplating divorce were given a demonstration of a separation ceremony by the Rev Lucy White, centre, of the Rhythm of Life Church

Let those whom God hath joined together be amicably separated on Brighton beach

Statistics and trends

Our research suggests the following:

That new singles will spend more on financial and wellbeing services than their married counterparts

An ongoing survey by professional service directory 'CertainShops - Professionals Online' supports anecdotal evidence that, following a relationship break up people are more likely to buy new properties, update their wills and insurances, and spend money on themselves.

Results to date show that in the three years following the break up of a relationship:

- 26.5% rented a property more than once
- 36.7% bought a new property
- 51.0% went on a foreign holiday more than once
- 27.3% joined a gym
- 20.0% changed their appearance
- 35.3% changed their job

Financial advice and legal advice were considered 'definitely important' for people going through a relationship break up (53.1% and 50% respectively) with well-being advice also as a definite at 45.5%. The highest score for 'definitely important' was 82.8% for 'people to listen to them sympathetically'.

[See what an amazing day we had in our short film:](#)

<http://www.startingovershow.co.uk/index.php/an-amazing-day-15-march-2009/>



Why Suzy is putting on the Starting Over Show

My partner ended our ten year relationship in 2003. Our three children were aged 6, 4 and 1 at the time, and it was the most painful and traumatic experience of my life. However, only a few years on, I am grateful that my ex had the courage to end a relationship that was not truly feeding either of us and we now have a healthy respect for each other.

It was tough getting to where I am now, and on the way I learnt that accessing the right information, support and help both legally, financially and emotionally was essential. My ex partner is married to a lovely girl who the kids love and we effectively co-parent, living in the same village, sharing the same values and sometimes it amazes me how we got to be in such a good place despite some very difficult times getting here.

It takes courage and vision and a determination to believe in a positive future when life seems nothing but a struggle, but the joy of children is that they provide a massive incentive to make that extra effort. It is not a journey anyone needs to make alone. There are skilled people who can help with all aspects of Starting Over who are there to be accessed via the www.startingovershow.co.uk website.

Information and Inspiration are what helped me move forward in my life. I want to make those resources available to other people through the Starting Over Show live events throughout the UK, and through the Starting Over Village resource hub at www.sos-village.org.



podcasts

Interview with Suzy Miller

<http://www.juliaarmstrong.com/files/SuzyMillerDec08.mp3>

Interviews with exhibitors

<http://www.startingovershow.co.uk/index.php/podcast-interviews-with-our-mentorsexhibitors/>

press interviews

http://www.sos-village.org/SOS_Village/Podcasts/Podcasts.html

Short Films & TV coverage

<http://www.startingovershow.co.uk/index.php/category/short-films/>

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Starting Over Show

www.startingovershow.co.uk

All the things you need to know about breaking up and starting over in one SOS

Useful Information

Honest Communication

Personal Transformation

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