



British Forces Resettlement Services

The International Armed Forces Network

LOYAL | COMMITTED | FLEXIBLE | ADAPTABLE | RELIABLE | INGENIOUS | STRONG WORK ETHIC | PROACTIVE | HIGHLY TRAINED | PROBLEM-SOLVING | TEAM PLAYER

Corporate Partnership Opportunities



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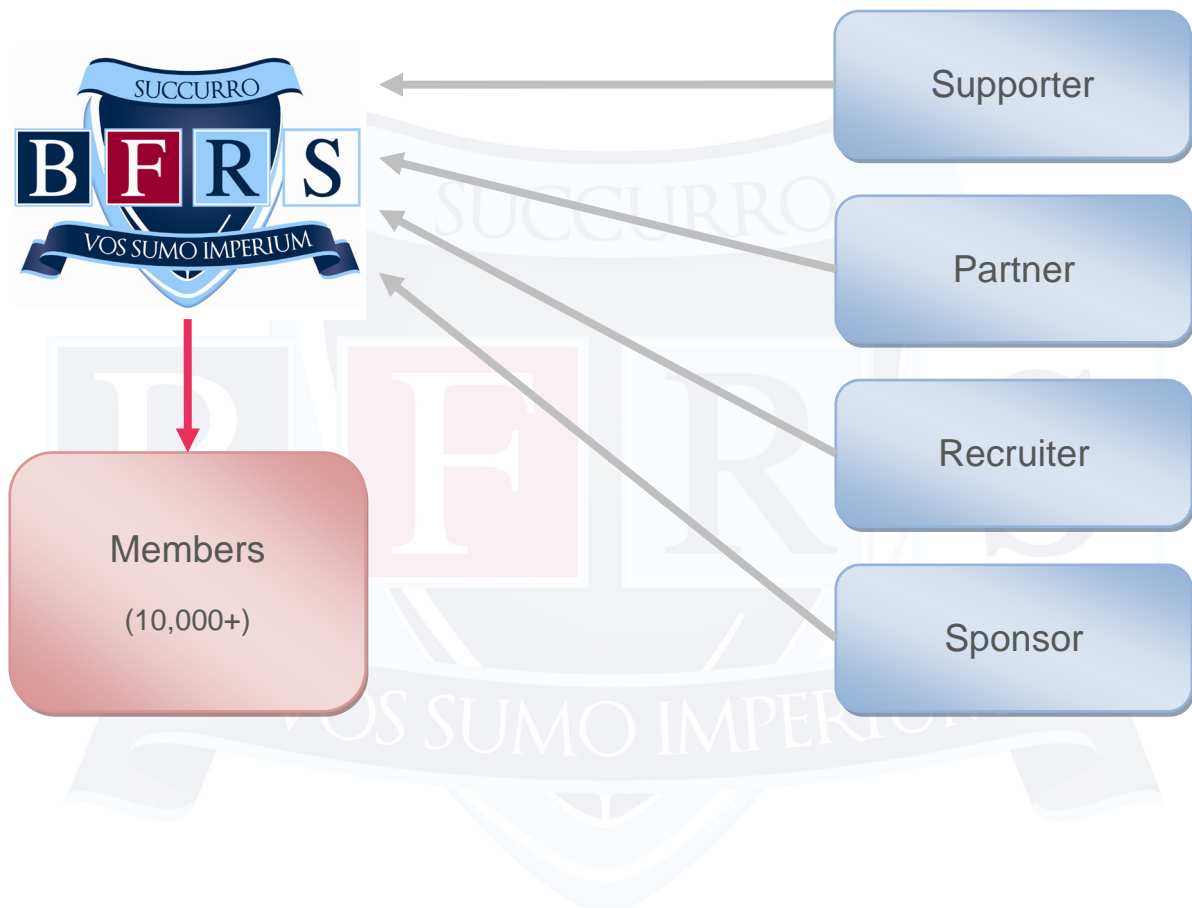
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Introducing BFRS

The British Forces Resettlement Services, known as BFRS, provides help, advice and support to members of the Armed Forces, both past and present, and their families. We do this by fostering links with local communities and securing effective employment opportunities for people leaving the forces. BFRS works closely with other support organisations.

BFRS has created an Armed Forces network including both online and offline services to offer support to service leavers and their families during the transition process and beyond.

The BFRS is a Community Interest Company which provides the flexibility and certainty of a company plus some special features to ensure we are working for the benefit of the community.





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Our Members

This section introduces you to our members so that you can understand the audience you will be engaging with by partnering with BFRS.

BFRS members are individuals who are registered with the BFRS website (<http://www.bfrss.org.uk>) and who regularly use our free services including the BFRS Social Network, real-life events, and our Virtual Event. Registration is free and we currently have more than 10,000 members using our network.

Our members are current and former Armed Forces personnel who are making the transition from military to civilian life. Their main aim in using BFRS's services is to find work. Many of our members are facing redundancy from the Armed Forces and are now looking for career opportunities in civilian life. Therefore, BFRS provides employers with access to a large pool of talented individuals who have the unique combination of skill and discipline from their Forces training and who are actively seeking work in civilian life.

As well as opportunities for employers and candidates to connect with each other and build new relationships, BFRS also provides support and careers advice for ex-Forces members in order to make their transition process as smooth and effective as possible.

Services

Our free services for members include:

- **BFRS Events** – BFRS organises and runs Armed Forces career transition events providing a venue where service leavers and their families can meet with employers, training organisations and other supporting organisations.
- **BFRS Virtual Career Transition Environment** – Just like attending one of our BFRS events, but conducted online in a virtual setting via our website. The Virtual Event is available 24/7, so users can enjoy all the benefits of a careers event whenever they need it.
- **BFRS Social Network** – Members are given their own profile page and can interact with other users through private messaging and status updates, a jobs board and a searchable corporate membership database.
- **Monthly emails** to members keeping them apprised of current issues, news, views and corporate partner offers.



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Connecting ex-Forces candidates with employers at a BFRS Event



A virtual booth at the BFRS Virtual Event



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BFRS SUCCURRO
VOS SUMO IMPERIUM
HELPING YOU TAKE CONTROL

CONNECTING THE EX-MILITARY COMMUNITY

CORPORATE SPONSOR
Augmentor CLARITY. FOCUS. GROWTH.

Enter the BFRS Virtual Career Fair

HOME NEWSROOM EVENTS VACANCIES COMPANY SEARCH COURSES CONTACT

UPDATE STATUS Update people with what you are doing, or ask a question on your wall:

My Wall & Messages

The selected message has been removed.

As you or your friends post messages (see top of the page), they will appear below so you can see what all your friends are doing and vice-versa! If you would like to remove all your status updates, [click here](#).

There is an event on Wednesday, 28 September at 18:00 called "SNE Round Table Networking Event". [Find out more](#).
12 minutes ago

There is an event on Thursday, 27 October at 13:30 called "Self Employment Awareness Event, CTP". [Find out more](#).
21 Jul 2011 13:28

There is an event on Tuesday, 30 August at 09:00 called "Tesco Company Presentation, CTP". [Find out more](#).
21 Jul 2011 13:28

There is an event on Thursday, 8 September at 09:00 called "Tesco Company Presentation II, CTP". [Find out more](#).
21 Jul 2011 13:28

My Account

- My Wall & Messages
- My Friends
- My Pending Friend Requests
- My Profile
- My Ex/Service Profile
- My Photo
- My Subscriptions
- Invite a Friend
- Logout

My Messages

- Inbox
- Sent Items
- New Message

Find Things

- Find Friends and Colleagues
- Company Search

Job Hunting

- Job Seeker Profile/CV
- Latest Vacancies
- Latest Courses

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www.forcesdiscounts.com

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British Gas
Looking after your world

Wall & Messages page on the BFRS Social Network, showing events notifications posted by corporate partners on the member's wall, and some of the many advertising opportunities available to sponsors on the right-hand side



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Corporate Partnership Opportunities

The following overview provides details of the sponsorship opportunities available to corporate partners when working with BFRS. BFRS provides many opportunities for corporate partners to engage with the ex-military community. The sponsorship packages below are tiered in increasing order of functionality and opportunities for engagement with the ex-Forces audience.

Supporter



Supporter

Purpose

Becoming a Supporter gives your company its own Supporter page on the BFRS Social Network and inclusion in the BFRS Companies Directory giving you opportunities to promote your company to BFRS's user base of over 10,000 members.

Benefits

- Supporter page on the BFRS Social Network with your own corporate branding plus BFRS Supporter badge
- Inclusion in the Companies Directory
- Company description
- Contact details
- A link through to your company's website
- Supporters are able to include jobs on the site for an additional fee

Engagement with BFRS

Monthly Supporter emails are issued talking about what BFRS and its Supporters are achieving with special advertising opportunities for Supporters.

Pricing

£100+VAT per year.

Supporters are able to include jobs on the site for an additional fee.



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Partner



Partner

Purpose

Becoming a Partner with BFRS allows you to truly engage with members. As a Partner you will receive your own stand in the BFRS Virtual Event, our online job fair which is available to our 10,000 members all day, every day. In addition to looking for jobs, members will be looking for additional products and services which Partners can advertise through our network.

Would you like free interns for your organisation? Part of the redundancy package for ex-services includes internships, where the individual continues to receive redundancy pay from the Forces while they work for your organisation for a short period. This helps the individual gain additional experience, gives your organisation more manpower for a specific project and allows you to give a new candidate a trial run as a potential addition to your team.

Benefits

- Partner page on the BFRS Social Network with your own corporate branding, company description and link through to your website, plus BFRS Partner badge
- Entry in the BFRS Companies Directory
- A virtual booth in BFRS's Virtual Career Transition Environment, our online event which is available to 10,000 members 24/7
- Scrolling banner on the BFRS website
- Add unlimited posts about your company, events and special offer notifications to members' walls on the Social Network and in the online directory
- Advertise internships and placements

Engagement with BFRS

- Receive a BFRS user guide to getting the most out of the website
- Quarterly account management calls to help you get the most from BFRS
- Monthly emails to show ongoing activity and tips on making the most of BFRS

Pricing Indication

£1500+VAT per year or £150+VAT per month.



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Recruiter



Recruiter

Purpose

BFRS is the perfect place for Recruiters to promote their jobs as the primary aim of people coming to BFRS is to find work. Within weeks Recruiters could easily recoup their investment cost.

Recruiters have additional features to regular Partners, including the ability to search for candidates on our members database using career preference matching, viewing candidates' CVs at the click of a mouse, and the ability to submit unlimited job vacancies to the Social Network and online jobs directory.

Benefits

- Recruiter page on the BFRS Social Network with your own corporate branding, company description and link through to your website, plus BFRS Recruiter badge
- Submit unlimited job posts to the Social Network and to the online jobs directory
- Search for candidates on the BFRS website based on their career preferences set in their Job Seeker Profile
- Read candidates' CVs on their Job Seeker Profile
- A virtual booth in BFRS's Virtual Career Transition Environment, our online event available to 10,000 members 24/7
- Scrolling banner on the BFRS website
- Entry in the BFRS Companies Directory
- Unlimited posts about your company/industry on the BFRS Social Network
- Advertise internships and placements

Engagement with BFRS

- Receive a BFRS user guide to getting the most out of the website
- Quarterly account management calls to help you get the most from BFRS
- Monthly emails to show ongoing activity and tips on making the most of BFRS

Pricing Indication

£2500+VAT per year or £250+VAT per month.



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Sponsor



Sponsor

Purpose

The ultimate way to make an impact with the ex-military community. With the number of Forces leavers growing rapidly, now is the perfect time to come onboard with BFRS and make a splash by becoming a Sponsor.

A Sponsor is an existing Partner or Recruiter who retains all the existing functionality of their current package and also receives **exclusive advertising privileges** on the website, the Virtual Event and in communications sent to members.

The Sponsor position is limited to one organisation per month who will receive exclusive advertising rights for the entire month. These exclusive rights are outlined below.

Benefits

- In company search results you will always feature first as the headline sponsor.
- High-profile branding opportunities – you will be given a virtual billboard, messages to the Social Network will be branded with your company message, and there will be one major campaign in the year featuring your company as the main organisation.
- BFRS will give priority time to managing your account, tweaking your campaign and contacting you more frequently with updates and recommendations.
- The four newsletters sent out that month to Members, Associates, Supporters and Partners will be co-branded with your company branding and key message and you will feature in an article in the newsletters and on the BFRS website.
- Your advertising will feature prominently in the backdrop of the website on all pages and in the Virtual Career Transition Environment.

Pricing Indication

This offer is open to Partners and Recruiters and the cost is an additional £1000+VAT for the month.



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Contact BFRS

For more information and to contact us about becoming a corporate partner, please get in touch using the details below.

Web

www.bfrss.org.uk

Email

info@bfrss.org.uk

Phone

0845 308 2406

Address

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We look forward to hearing from you!

