



Join our Community of supporters

Help us to keep the positivity going



We have one role: To make as much noise about the positive impact of pubs for their communities as possible



Introduction

80% of news about pubs is negative. We see PubAid as the sun peaking through the clouds, reminding people that without pubs, a large amount of community support would disappear.

PubAid, was founded in 2009 by a number of senior pub industry figures who were tired of the bashing that pubs were getting by the media.

Pubs are more than just a place for a pint





A message from our Co-Founder



I joined the drinks industry in 1973 and spent 31 years working with Courage, Fosters, and Scottish Newcastle. In 2009, my industry friends, colleagues, and I grew tired of the constant negativity surrounding pubs.

We wanted to create a platform that highlighted the positive aspects of pubs. This led to the formation of PubAid. Fifteen years on, we are still celebrating pubs, more than ever. Without them, communities would lose much more than just a place to have a pint.

Simply put, the more support we receive, the more we can champion the great work pubs do across the UK. We celebrate and promote the contributions of all pubs, whether part of a pub company, independent, or suppliers to the trade. Without our supporters, communities wouldn't receive the valuable support that pubs provide

**“OUR SUCCESS
WILL BE SEEN
BEYOND OUR
LIFETIME.”**

Des O'Flanagan - Co-Founder, PubAid

Des O'Flanagan - Co-Founder, PubAid



Our supporters

Since 2009, we have built a community of support and our work continues day to day, through the support of major pub companies, independents and brands and organisations - who don't want to see pubs disappear either.

Please join our community of supporters



stonegate
PUB COMPANY

PUNCH
PUBS & CO

Matthew Clark


MARSTON'S
Where people make pubs.

ESTD 1849

Everards
of LEICESTERSHIRE

17

GREENE KING
BURY ST EDMUNDS

Zonal

 **MOLSON COORS** beverage company

Asahi

1698

SHEPHERD NEAME
BEST BREWER


FULLER'S


beds & bars

admiral
T A V E R N S


WESTONS
CITIC MARGAT

 **star**
PUBS & BARS
HEINEKEN

 **LICENSED TRADE CHARITY**
Serving drinks people since 1793

 **BII** BRITISH INSTITUTE OF INNKEEPING

KAM

 **KBPA**
THE VOICE OF BREWERS & PUBS

 **ROSLYN'S**
GROUP

Our supporter levels



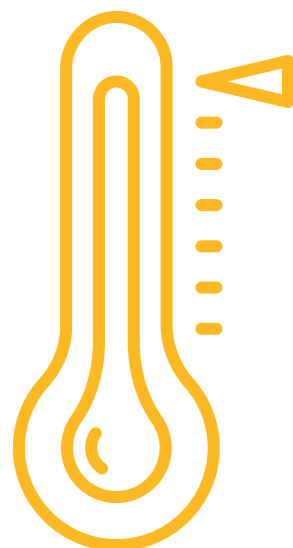
We have a number of supporter levels, created to ensure everyone who wants to be a part of the supporter community, has access to it. Being a supporter helps us to raise more positive publicity, but it's also a great way to be a part of a community that just focuses on positivity .

Patron	Champion	Affiliate	Pub	Partner
Join organisations like Greene King, Heineken, Stonegate, Zonal and Matthew Clark as a Patron of PubAid - your contribution supports our big campaigns.	Join industry suppliers like Asahi, Molson Coors to enable us to continue the work we do throughout the year - flying the flag of great news stories and keeping out	Smaller suppliers, new brands or an independent looking to join the support for positive publicity. Your support is vital to keeping a steady volume of social media and news to keep our voice alive.	Our mission is to build the biggest hub of positive news about pubs. By being a PubAid Pub Supporter, you are signing up our PubAid Pledge and committing to sharing your positive stories with us.	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Commitment: £5,000 per year for three years	Commitment: £2,000 per year for three years	Commitment: £2,000 per year for three years	Commitment: Two positive pub stories shared each year for our Positive PUBLICity Hub	Commitment: £2,000 per year for three years

Supporter levels are selected by you, we ask that people pick the level of support that they are able to commit to for a three year window. This enables us to plan ahead to maximise our impact.

Join Us

ROLE OF SUPPORTERS



Financial Contribution



- The contribution of supporters enables us to fund the great work we do to share positive news about pubs

Power in our people

- We unite key industry experts and leaders to focus on one common goal - positive publicity.
- Together we are stronger and if we all work in unison - looking for the positive at every turn and feeding it in to the positive
- We are a community of people who always have an eye on the positive

Expertise and time

- Our supporters sit on our steering groups, enabling a focus of some of the best UK industry people to be aligned around positive publicity for pubs.

Access to a wider network of visibility

- We are always grateful when our supporters think about additional ways to help
 - Giving PubAid a corner of their events - to be there flying a united positivity flag
 - Providing access to sponsorship opportunities to raise profile

"Being a part of PubAid is the right thing to do for our industry, it also is a wonderfully supportive community. It is vital to have one voice that focuses solely on shining positive light and that helps to inspire change"

How we raise positive publicity



Our strategy focuses on four key campaigns throughout the year, our positive PUBlicity Hub, and a vibrant social media strategy.

Our four campaigning areas are:

- **SPORT**
- **COMMUNITY**
- **CHARITY**
- **SUSTAINABILITY**

In 2024, we had 926 entries into our PubAid Community Pub Hero Awards.

Join our community

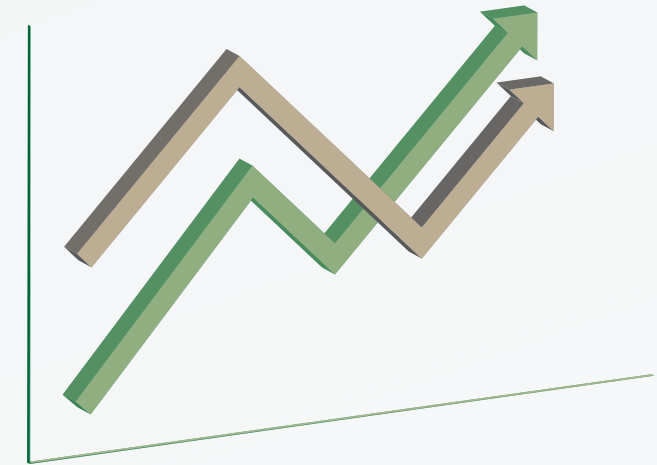
Supporter benefits

SUPPORTER BENEFITS			
	PATRONS	CHAMPIONS	PARTNERS (TRADE ASSOCIATIONS)
Financial Commitment	£5,000	£10,000	£20,000
Time	10 hours	20 hours	40 hours
Visibility	Secondary main category sponsorship of 1 PUBLICITY Hub category and tagged in all relevant socials 1 newsletter item per year Social media posts x 2 per year Listing on PubAid.co.uk Sponsor spotlight on social media Unlimited number of submissions to our Positive PUBLICITY Hub Blog content Access to inbound enquiries from journalists	Secondary main category sponsorship of 2 PUBLICITY Hub categories and tagged in all relevant socials 2 newsletter items per year Social media posts x 3 per year Listing on PubAid.co.uk Sponsor spotlight on social media Unlimited number of submissions to our Positive PUBLICITY Hub Blog Content - 2 per year Access to inbound enquiries from journalists	Sub-category sponsorship of 3 PUBLICITY Hub categories and tagged in all relevant socials 2 newsletter items per year Social media posts x 3 per year Listing on PubAid.co.uk Sponsor spotlight on social media Unlimited number of submissions to our Positive PUBLICITY Hub Blog Content - 2 per year Access to inbound enquiries from journalists Visibility alongside major pub companies and drinks industry personnel



CONTRIBUTION OF PUBS

- Sport enablers
- Fundraising foundations
- Companionship for all
- Sustainability for our future
- Life line for many
- A place to feel part of a family



The list goes on

£40M

**Donated by pubs to community
sport, every year**

£160M

**Equivalent value for health and
wellbeing**

£1BN

Raised for charity

Be a part of keeping positivity alive

If you would like to chat more about becoming a supporter, please speak to a member of our team.



Get in touch

Social

LinkedIn X

Facebook Instagram

Phone

xxxxxx

Email

PR@PubAid.co.uk

Website

www.PubAid.co.uk