

essentialworkers.com
(USA)



keyworkers.com
(UK)

REWARD AWESOME HUMANS

SPONSOR ESSENTIAL WORKER CARDS FOR
\$1 PER MONTH PER ESSENTIAL WORKER



GIVE THE RECOGNITION & REWARDS THEY DESERVE

SUMMARY

WHY

Essentialworkers.com was established to recognise and reward essential workers for their positive contribution to society. After his youngest son was diagnosed with Type 1 diabetes, our founder raised funds to build a dedicated reward and recognition platform that is free to access.

WHAT

Our model is simple. We connect essential workers with famous brands that offer them exclusive rewards. We connect private sector corporations to essential workers by requesting that they sponsor their memberships.

HOW

We have over 300 brand partners who have very generously agreed to offer rewards to essential workers. Some of whom also sponsor memberships. Our brand partners promote their products, our sponsors get awareness and essential workers get free access to our platform.

COST

You can sponsor essential worker memberships for \$1 per month. If your corporation sponsors 5,000 or more memberships then your corporation qualifies as a key partner. Enhance your CSR rating, say thank you today

THE ESSENTIAL WORKER CARD GRANTS ACCESS TO EXCLUSIVE REWARDS



Cards are made from recycled plastics and are biodegradable.
Digital wallet based cards are also available.

SPONSOR ESSENTIAL WORKER MEMBERSHIP CARDS

HOW IT WORKS

SPONSORSHIP

- We help you decide how many membership cards to sponsor
- We help you choose a location and vocation of essential worker
- You sponsor essential worker membership cards for \$1 per month
- We design your bespoke essential worker card
- If desirable, you offer a reward on essentialworkers.com
- We distribute the cards to essential workers
- Essential workers connect their cards to essentialworkers.com
- Recipient essential workers get access to exclusive big brand rewards

IMPACT ON CSR

- You enhance the social impact of your CSR programs
- You improve your CSR rating
- You benefit from internal and external enthusiasm

MARKETING

- You get 10x on your card brand exposure
 - You become a partner of essentialworkers.com
 - You promote your brand/service in issuing letters
 - You benefit from social media kudos
 - You undertake a wonderful act
-

BENEFITS

RECOGNIZE

When you sponsor essential worker membership you're engaging with sincerity and purpose. Your sponsorship enables essential workers to access our reward and recognition platform for free.

REWARD

Your sponsorship equates to savings for essential workers. When an essential worker receives a membership they are presented with exclusive brand rewards that could save them hundreds if not thousands of dollars per year.

REDEEM

Sponsorship means positive exposure for you and your corporation. Your corporation name will appear on membership cards and you will receive full credit in issuing letters.

RECEIVE

Sponsor essential worker memberships and elevate the social impact of your CSR programs. Our sponsorships are sincere, impactful and measurable and provide our partners with steadfast CSR credentials.

CONTACT

You can contact us at any time by calling our switchboard or via email.
Yours sincerely,

*Anthony Rushton,
Chief Exec*

info@keyworkers.com

+1 929 459 2109

+44 (0) 203 918 5155

essentialworkers.com (USA)

keyworkers.com (UK)
