



# Join our community of supporters

We are the positive voice for pubs and the great work they do for their communities



Together, our supporter community is one large positive voice for pubs.





# Welcome to PubAid

In a world where negative headlines often dominate, it's easy to forget the vital role pubs play in our communities. PubAid has one purpose - we exist to shine a light on the positive impact of pubs, reminding everyone that without them, much of the heart and support within our communities would be lost.

Founded in 2009 by passionate leaders in the pub industry, PubAid was born out of a desire to counterbalance the often unfair media portrayal of pubs and to celebrate the good they bring to society.

# 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, we wouldn't be able to keep our constant voice of positivity, reflecting the role and impact that pubs have in their communities.

**“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*





# 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 .

 <p><b>Patron</b></p> <p>Join organisations like Greene King, Heineken, Stonegate, Zonal and Matthew Clark as a Patron of PubAid - your contribution supports our big campaigns.</p> <p><b>Commitment: £5,000 per year for three years</b></p>	 <p><b>Partner</b></p> <p>Are you a trade industry body or organisation passionate about the pub industry and in keeping pubs alive for our communities? If so, we would love for you to join our community as a PubAid partner, helping us work as one team to share positive news about pubs.</p> <p><b>Commitment: Three years</b></p>	 <p><b>Champion</b></p> <p>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</p> <p><b>Commitment: £2,000 per year for three years</b></p>	 <p><b>Affiliate</b></p> <p>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.</p> <p><b>Commitment: £1,000 per year for three years</b></p>	 <p><b>Pub</b></p> <p>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.</p> <p><b>Commitment: Two positive pub stories shared each year for our Positive PUBlicity Hub</b></p>
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The above supporter levels are guidelines, 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. We are happy to chat this through in more detail. Please contact a member of the PubAid team.

[Join Us](#)

[Chat with us](#)

# ROLE OF SUPPORTERS

Join our community of supporters, working together to raise positive publicity about the impact that pubs have on their communities.

## Financial Contribution

- The contribution of supporters enables us to fund the great work we do to share positive news about pubs
- Financial support is invested into campaigns and ongoing comms that drive positive publicity for UK 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 into the positive
- We are a community of people who always have an eye on the positive
- Our Supporters enjoy being a part of the community of positivity. It's a safe space away from the negative news and challenges facing the industry on a day to day basis

## 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

*"PubAid is a wonderfully supportive community, that makes positive change through charitable means. It demonstrates the incredible role that pubs have locally and nationally, supporting personal and societal wellbeing, and in inspiring change."*

**Tony Sophocles**  
Strategic Affairs Director  
UKHospitality



# 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\\_](#)

## PubAid Promise

The industry voice for pubs and their positive contribution to communities

### Who is PubAid?

We are the industry voice for pubs and their positive contribution to communities. Through our campaigning we demonstrate that pubs are a force for good.

Our purpose is to showcase that pubs are more than somewhere to eat & drink - they provide a wide range of support and services to the local community.

### Our Mission

Champion the positive impact that pubs have on communities.

### Our Vision

Be the go to place for anyone looking for positive news about pubs.

### Who do we want to engage?

MPs

LOCAL GOVERNMENT

THE PUB INDUSTRY

THE PUBLIC

### OUR SUPPORTERS

### OUR CAMPAIGNS

SPORT £40m	COMMUNITY Awards	CHARITY Pub Quiz	SUSTAINABILITY Going Green
<p><b>The contribution from pubs to UK community sport</b></p> <p><b>Our promise:</b> Be the positive vehicle to promote the social value that pubs contribute to community sport.</p> <p><b>Our strategy:</b> Continue our 2019 work by researching how UK pubs significantly benefit community sport.</p>	<p><b>The only UK pub awards to focus solely on the community</b></p> <p><b>Our promise:</b> Grow the UK's only Community Pub Hero Awards - targeted to engage MPs and Local Government.</p> <p><b>Our strategy:</b> Introduce Scotland &amp; Wales categories in 2024, streamline entry and judging online, boost submissions with a digital campaign and unveil a sophisticated design for added prestige.</p>	<p><b>The World's Biggest Pub Quiz EVER!</b></p> <p><b>Our promise:</b> Build on the £750,000 raised for UK charities since the World's Biggest Pub Quiz began in 2016.</p> <p><b>Our strategy:</b> Collaborate with a national partner, launch an easier entry process to drive further uptake, reach more pubs to take part, emphasise the role the pub plays in raising charity donations.</p>	<p><b>Supporting pubs to take small steps to sustainability</b></p> <p><b>Our promise:</b> Help pubs understand the small steps they can take to creating a more sustainable pub.</p> <p><b>Our strategy:</b> Promote small sustainability stories that have made a big difference to inspire others to do the same. Raise profile with MPs and wider Local Government organisations.</p>

### OUR EVERY DAY ACTIVITIES

Social Media

PUBLICITY HUB

Media Relations

Case Studies

@pubaidUK
WWW.PUBAID.CO.UK
PR@PubAid.co.uk



*Campaign Example*

# Community Pub Hero Awards

Each year we run the Community Pub Hero Awards to recognise the contribution that pubs give to their communities.



## Community Pub Hero Awards



- In partnership with the All-Party Parliamentary Beer Group
- The awards are held across five key categories: Fundraising, Community Support, Community Regular, Sport and ESG
- England, Scotland and Wales regions
- Award ceremony at the House of Commons
- Over 150 MPs engaged
- 69 pieces of coverage generated
- 400,000 social media reach

# The Awards



# COMMUNITY SUPPORT HERO AWARD



Watch the awards  
in action











SPONSORED BY  
*Matthew Clark*



# PubAid Supporter Benefits

One positive voice. Many supporter benefits

Supporter Benefits	Patrons	Partner	Champions	Affiliates
Secondary Sponsor for major campaigns				
PUBlicity Hub Sponsorship Categories	5 Categories	3 Categories	3 Categories	1 Category
Newsletter inclusions per year	5	2	2	1
Blog content	5 Blogs	2 Blogs	2 Blogs	1 Blog
PubAid Listing, Sponsor Spotlight, PUBlicity Hub stories				

All of our supporters also get access to our 'guides to' and media enquiries. We generate a lot of interest with the media and are often one of the first organisations to be called looking for spokespeople.

All supporters receive a profile on our website, recognising their contribution to supporting their communities and PubAid



**GREENE KING**  
BURY ST EDMUNDS

# Greene King

## PUBAID CHAMPION

Greene King, operates c.2600 pubs, restaurants, and hotels, serving as a cornerstone of British hospitality. Beyond offering exceptional dining and drinking experiences, Greene King plays a pivotal role in community support through its extensive charitable efforts.

Since 2012, the company has raised over £19 million for Macmillan Cancer Support, including a record-breaking £3.8 million in 2023 alone. This funding has provided crucial resources, such as over 82,000 hours of Macmillan nursing care, demonstrating Greene King's commitment to making a meaningful impact in the communities it serves.

[www.greeneking.co.uk/our-company/greene-king-for-good](http://www.greeneking.co.uk/our-company/greene-king-for-good)

Sample supporter profile on the PubAid website

**PUBAID CHAMPION**



# Matt Pearce

## **DIRECTOR OF ESG & SUSTAINABILITY, GREENE KING**

Matt Pearce is a PubAid Champion and sits on our steering group. Matt is a key figure at Greene King, where he is the director of ESG and Sustainability.

His deep understanding of the hospitality industry, combined with a passion for environmental and sustainable projects and initiatives both nationally and at a community level, makes him a vital asset to the PubAid Steering Group.

[www.greeneking.co.uk](http://www.greeneking.co.uk)



**We are at 68% of our fundraising target for planned campaigns. We have ambitious plans to positively champion the impact of pubs for community sport, mental health, and community support.**

## **Join our community and champion the collective impact of pubs for their communities**

We are looking to grow our list of supporters for 2024 and beyond. Put simply, the more support we have, the more we can do to champion the great work of Pubs and their impact on communities.

Becoming a supporter has many benefits including being part of a proactive community here to focus on the positive.

Being a PubAid supporter will also offer:

- Engagement with MPs through our initiatives
- Events and publicity for you and your brands
- Regular comms activity shining an additional spotlight on the great work you are doing for your community
- Additional visibility for your strategic projects
- The feeling that you are part of a community focused on driving positive change for pubs

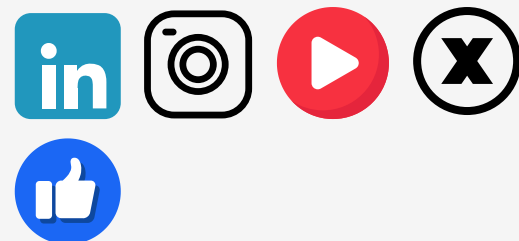
Be a part of keeping  
positivity alive

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



## Please get In touch

### Social



### Email

PR@PubAid.co.uk

### Website

[www.PubAid.co.uk](http://www.PubAid.co.uk)

# THANK YOU

**For more information please contact:**

**Abi Owers**

**[abi@justnothing.co.uk](mailto:abi@justnothing.co.uk)**

**M: 07970 703449**

**[www.justnothing.co.uk](http://www.justnothing.co.uk)**

