



UTHCITY

**ENGAGE. ENERGISE.
EDUCATE. ELEVATE.**

A youth-facing Phone App for Android & iPhone, providing a positive counter-culture digital offer for young people, featuring information, resources, mental health support & an iconic suicide-prevention button, not found anywhere else in the UK.

The APP is an on-trend 'one-stop-shop' resource, co-designed by young people, for young people.

APP FEATURES

- CLUBS & ACTIVITIES
- CITY-WIDE EVENTS
- MENTAL HEALTH SUPPORT
- HEALTH & WELLBEING
- EDUCATION & TRAINING
- YOUTH EMPLOYMENT
- VOLUNTEERING
- YOUTH VOICE PLATFORMS
- YOUNG FAITH
- MERCH & PRODUCTS
- ACTIVE CAMPAIGNS
- MUSIC & TALENT SPOTLIGHT
- TRAVEL & MORE!



SCAN QR
TO VIEW & DOWNLOAD



CONTACT US

07812 774632

info@ruffandrubby.com

www.ruffandrubby.com



BUSINESS RATE CARD

BASIC

- ✓ 1 x Exclusive Video on Category Page (Support services)

MONTHLY: £10

ANNUALLY: £100

2 MONTHS FREE

STANDARD

- ✓ 1 x Exclusive Video on Category Page of your choice*
- ✓ 1 x Shared Scroll-bar Placement on Homepage
- ✓ 2 x Monthly Push Notifications
- ✓ Logo on UTH City Press Releases
- ✓ Logo Featured across 2 of our Websites

MONTHLY: £30

ANNUALLY: £300

2 MONTHS FREE

PREMIUM

- ✓ 1 x Homepage Premium Position
- ✓ 1 x Exclusive Video on Category Page of your choice*
- ✓ 1 x Shared Scroll-bar Placement on Homepage
- ✓ 4 x Monthly Push Notifications
- ✓ Logo on UTH City Press Releases
- ✓ Logo Featured across 2 of our Websites
- ✓ Dedicated Post on our Social Media Channels

MONTHLY: £45

ANNUALLY: £450

2 MONTHS FREE

*subject to availability



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BUSINESS RATE CARD

WHY COLLABORATE WITH US?

UTH CITY PHONE APP connects your brand with a **vibrant, engaged community** — delivering bold visibility, **purpose-driven connections**, & significant impact through **social value...**

UTH CITY currently engages with the communities of Stoke-on-Trent, Staffordshire Moorlands & Newcastle-Under-Lyme.

It is a collaborative project of KINGS-AWARD-winning Ruff & Ruby Urban Youth Charity & the Stoke-on-Trent Youth Collective [the app was built by local business BWAR & designed by Outsider Creative.

CSR FOCUS

By choosing UTH CITY as your **CSR focus**, you'll be contributing to the lives of individual young people & the wider community.

CSR SOCIAL VALUE

- **Empowers** Young People
- **Encourages** Social Inclusion
- **Creates** Community Cohesion
- **Reduces** Inequality
- **Inspires** Positive Behaviour
- **Improves** Life Chances & Raised Aspirations
- **Increases** Employability Skills
- **Fosters** Mental Wellbeing in Young People

The app features a unique suicide-prevention button, not featured anywhere else in the UK; therefore we believe that this will add value to suicide-prevention in young people in our area & save lives.

CSR BENEFITS

- Demonstrates that your business values young people and their futures, not just profits.
- Enhances your brand's reputation as a socially aware, forward-thinking organisation.
- Attracts employees, customers, & investors that care about social impact.

“ [Legacy isn't what you are leaving behind; it is about sending something forward, creating momentum for the next generation.] ”