

# 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.

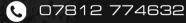
#### APP FEATURES

- 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!





## **CONTACT US**



⊠ info@ruffandruby.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. ]

