

COLD WAR NETWORK



SPONSORSHIP OPPORTUNITIES



INTRODUCING

THE COLD WAR NETWORK



A GROWING & ENTHUSIASTIC NATIONAL COMMUNITY

The Cold War Network CIC was established with a clear purpose: to connect and support organisations and individuals who are passionate about Britain's Cold War heritage. This period of history, spanning the tense decades after the Second World War, left a profound mark on Britain's landscape, communities, and collective memory. From nuclear bunkers and radar stations to airfields, archives, and museums, Cold War heritage is all around us, yet it often remains overlooked or under-interpreted.

In less than a year, the Network has grown at remarkable speed. We now bring together over 650 members, representing a diverse mix of organisations and individuals. Our membership includes military museums and historic airfields, independently run bunkers and archives, as well as major heritage sites managed by national institutions such as The National Trust and English Heritage. This breadth of membership demonstrates the appetite across the country for collaboration and support in telling Cold War stories. It also highlights the unique role the Network plays in bridging grassroots initiatives with national organisations, creating a truly inclusive community.

By sponsoring the Cold War Network, your company will align itself with a growing national movement that celebrates resilience, innovation, and community pride. Sponsorship is not simply a financial contribution; it is a statement of support for heritage that matters. It demonstrates your commitment to education, culture, and community engagement, while positioning your brand alongside respected institutions and passionate volunteers.

Sponsorship Opportunity #1

EMAIL NEWSLETTER

£350

for one year
of sponsorship

The Cold War Network's monthly email newsletter is the beating heart of our communications strategy. It reaches **more than 650 members nationwide**, including managers, curators, archivists, and volunteers at some of Britain's most significant Cold War heritage sites. Our readership spans military museums, historic airfields, independently run bunkers, archive collections, and major institutions such as The National Trust and English Heritage.

By sponsoring the newsletter, your company gains **direct visibility among a highly engaged and influential audience**. Each edition is carefully curated to include news from across the Network, upcoming events, funding opportunities, and resources to support heritage practice. Sponsorship ensures your brand is prominently featured in every issue, with logo placement, acknowledgement, and the option to include a short message or call to action.

The newsletter is a platform for collaboration. It connects professionals and volunteers who are often working in isolation, providing them with a sense of belonging to a national movement. By supporting this channel, you are helping sustain that sense of community while positioning your brand alongside trusted heritage organisations.

BENEFITS SUMMARY

- **Direct reach to 650+ heritage professionals and volunteers through prominent logo placement, acknowledgements and the option to include a short message or call to action.**
- **Brand association with a respected national heritage initiative.**
- **Call to action visibility in a sector that values authenticity, community, and resilience.**
- **Impact on the sustainability of Cold War heritage across the UK.**

For just £350, your company can make a tangible difference while gaining recognition among a targeted, values-driven audience.

Sponsorship Opportunity #2

WEBINARS

£300

for one year
of sponsorship

Training and skills development are at the core of the Cold War Network's mission. Many of our member sites operate on small budgets, relying heavily on volunteers who may lack formal training in public engagement. Our membership webinar programme helps to address this by offering free, accessible sessions on topics such as event planning, storytelling, public speaking, and creating inclusive interpretation.

Sponsoring the membership webinar series at £300 provides your company with visibility across all promotional materials and during the sessions themselves. **Each webinar attracts a diverse audience of volunteers, curators, and community organisers, many of whom are looking for practical tools to improve their work.** Your support helps us deliver high-quality training that empowers individuals to reach their potential and strengthens the capacity of heritage organisations nationwide.

The webinars are catalysts for confidence. Volunteers gain skills that allow them to step forward as storytellers, guides, and advocates for Cold War heritage. Organisations benefit from improved programming and stronger volunteer recruitment. Communities gain richer, more engaging experiences. We're offering call to action visibility in a sector that values authenticity.

BENEFITS SUMMARY

- Logo placement on promotional materials and throughout webinar sessions (3 held per year).
- Association with skills development and volunteer empowerment from a respected national heritage network.
- Engagement with hundreds of UK-based heritage practitioners.
- Contribution to the long-term sustainability of Cold War heritage.

For **£300** per annual webinar programme, your company can help unlock the potential of volunteers while demonstrating a commitment to community empowerment.

Members attend the 3rd Cold War Network conference held at Orford Ness, Suffolk, in October 2024.



Members enjoy a presentation from Joe Robinson, Manager of The Drakelow Tunnels Museum, presents at the 4th Cold War Network conference in February 2025.



Ian Sanders of the award-winning Cold War Conversations podcast interviews a British Army veteran during National Cold War Heritage Week 2025.



Sponsorship Opportunity #3

CONFERENCES

£500
per conference

The Cold War Network's conferences are not simply events on the calendar; they are flagship occasions that bring together the very best of the heritage sector. Each conference is carefully designed to unite heritage professionals, academics, museum practitioners, volunteers, and community representatives in a shared space of dialogue, collaboration, and knowledge-exchange.

Each event features keynote speakers drawn from academia, museums, and heritage organisations, who set the tone with thought-provoking addresses on Cold War history, material culture, and public engagement. In addition, exclusive behind-the-scenes site visits to Cold War heritage locations - such as bunkers or airfields - offer immersive experiences that connect theory with practice. At every stage, sponsors benefit from visibility, with logos displayed on programmes, digital communications, and acknowledgements made during opening and closing sessions.

The audience for these conferences is both specialised and influential. By sponsoring, you connect directly with heritage leaders and influencers who shape policy, allocate resources, and design programmes. Moreover, the conferences attract volunteers and grassroots participants who are passionate about Cold War heritage. These individuals are often the lifeblood of local projects, dedicating time and energy to preserving sites and stories. Sponsors are seen as allies in supporting their work, enhancing goodwill and community recognition.

BENEFITS SUMMARY

- **Logo placement on promotional materials and throughout conference sessions, with an option to present a short call to action in-person or via recorded media.**
- **Association with skills development and volunteer empowerment from a respected national heritage network.**
- **Engagement with hundreds of UK-based heritage practitioners.**
- **Contribution to the long-term sustainability of Cold War heritage.**

For £500 per conference, your company can make a tangible difference while gaining recognition among a targeted, values-driven audience.

Sponsorship Opportunity #4

NATIONAL COLD WAR HERITAGE WEEK

National Cold War Heritage Week is the Network's most ambitious initiative - a nationwide celebration of Cold War history, led by communities and volunteers.

The 2025 pilot involved 15 attractions delivering tours, exhibitions, and talks. With support from the National Lottery Community Fund's Awards For All scheme, the 2026 event will expand dramatically, empowering dozens of sites to deliver inclusive, locally led programming.

Sponsorship opportunities are tiered to suit different levels of engagement:

- **BRONZE (£250)**
- **SILVER (£500)**
- **GOLD (£1000)**

National Cold War Heritage Week is a platform for pride, resilience, and collaboration. It brings people together across generations, improves places and spaces, and helps volunteers reach their potential. Whether a **BRONZE**, **SILVER** or **GOLD partner**, your sponsorship ensures that National Cold War Heritage Week becomes a national moment of celebration, showcasing the creativity and resilience of communities across the UK.



Among the contributors to National Cold War Heritage Week are the Military Vehicle Trust, enthusiasts (such as Alan Rawsterne pictured above), and sites across the UK. A full interactive map of sites and collections can be found at www.coldwarnetwork.co.uk.

£250

BRONZE PARTNER

- Logo placement on the Cold War Network website, members' newsletter and National Cold War Heritage Week event page.
- Acknowledgement in social media posts promoting the Week

£500

SILVER PARTNER

All Bronze benefits, plus:

- Inclusion in the digital Cold War Engagement Resource Pack distributed to 650+ members.
- Two complimentary invitations to a Cold War Network webinar session with the chance to present a short case study.

GOLD PARTNER

All Silver benefits, plus:

- Prominent logo placement on all National Cold War Heritage Week promotional materials (including press releases, banners, and digital campaigns).
- Dedicated social media spotlight post highlighting your organisation's support.
- Recognition in post-event reporting and evaluation shared with funders and stakeholders.
- Four complimentary invitations to a Cold War Network webinar session, with the option to present a short case study, or the NCWHW Launch Event.

£1,000



BLACK ARROW was a British satellite expendable launch system. A total of four launches of BLACK ARROW were performed between 1969 and 1971.

Members enjoy a presentation from Wesley Perriman, Curator of the British Nuclear Test Veterans Association (BNTVA), at the 3rd Cold War Network conference held at Orford Ness, Suffolk, in October 2024.

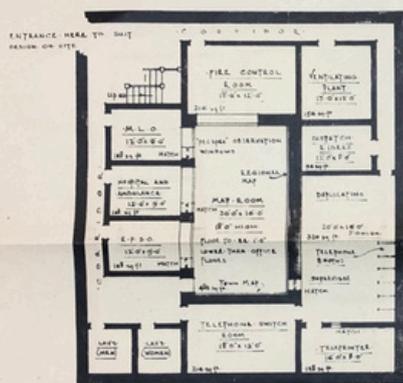


Enthusiasts, researchers and heritage professionals enjoy a behind-the-scenes tour of "Magic Mountain" at Alconbury Weald in Cambridgeshire, in partnership with the Cold War Network.



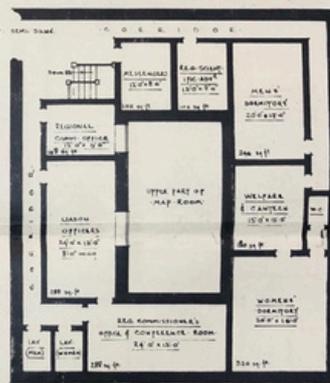
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- FIRST FLOOR -

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EXTERNAL WALLS TO BE THICKENED ACCORDING TO DEGREE OF PROTECTION REQUIRED.

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TRACED BY *H. J. [Signature]*
CHECKED

SUGGESTED LAYOUT FOR REGIONAL WAR ROOM

SCALE EIGHT INCH TO ONE FOOT

CHIEF ENGINEER'S DESIGN
HOME OFFICE
SEPTEMBER, 1948

IMAGES ON THE FRONT AND BACK COVER:

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Bunker Blueprint - provided by Rowena Willard-Wright.