

Karen Fewell



About Karen



Karen Fewell is a Digital Marketing Consultant with a passion for marketing to children, health promotion and developing businesses. Her knowledge and experience of online marketing includes SEO, paid search, social media, e-commerce, web development, display advertising, online PR and email marketing. Peers look to Karen for up-to-date knowledge and experience when she speaks on the topic of digital marketing at conferences, events and during training webinars.

Karen's skill and expertise has been recognised with numerous awards for the website www.myschoollunch.co.uk. My School Lunch aims to promote healthy eating and an active lifestyle to primary pupils in a way that is fun and engaging. It is used by over 30 local authorities across England and Wales. The site includes a section all about Tom Daley who acts as a role model to children and this part of the website is fully supported by the British Olympic Foundation.

Karen's portfolio is varied and changing all the time. In recent weeks she has launched:

- www.go4lunch.co.uk - an online sales promotion running in secondary schools
- www.greenofficeweek.eu – an online awareness campaign for all office workers, fully supported with social media activity
- And is currently preparing the next website at www.iloveschoolmeals.co.uk, undertaking a number of re-brands for blue chips organisations whilst developing the latest release of the InBox Mailer email marketing system.

Karen is not scared of a challenge and Kilimanjaro is her biggest one yet. Her clients often refer to Karen achieving the impossible at work – now it's time to do the same in her personal life!

www.mykiliclimb.co.uk

live for today,
hope for tomorrow



Karen Fewell



About My Kili Climb

“live for today, hope for tomorrow”

Karen is climbing Kilimanjaro in memory of her uncle who sadly passed away following a sudden and fatal heart attack at only 52 years of age. Karen plans to raise way over £5,000 for the British Heart Foundation by putting herself through her hardest mental and physical challenge to date.

Karen not only wants to reach the roof of Africa and raise lots of money, but also aims to help the British Heart Foundation achieve their vision, which is, “a world in which people do not die prematurely of heart disease.” Through her work, Karen will look for opportunities to promote heart health to children, teenagers and their parents.

Karen will be funding the £1950 cost of the climb herself, so all of your sponsorship will go to the British Heart Foundation. Find out more at www.justgiving.co.uk/my-kili-climb

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My Kili Climb Premier Corporate Partner

Donation: £1,000

Being the premier corporate partner of My Kili Climb will give your product/service maximum exposure whilst helping you achieve your Corporate Social Responsibility (CSR) objectives. Wherever Karen goes she is armed with video and still cameras and whether it's business or pleasure she is talking about the big African challenge. There will be numerous awareness raising opportunities for your brand.

By supporting My Kili Climb and donating £1,000 to the British Heart Foundation, Karen will work with you to create a bespoke cause related marketing package. This will include prominent positioning on www.mykiliclimb.co.uk with SEO and inbound link benefits for you. With digital marketing being Karen's speciality you are guaranteed excellent social media content which can include your own Twitter and Facebook as well as your brand inclusion on the My Kili Climb channels. If your brand is appropriate for children there is the opportunity to sponsor a heart health competition on www.myschoollunch.co.uk

It won't stop at online coverage and there are various ways Karen can help promote your brand: such as your logo on her walking clothes; a slide about you in her charity webinar training sessions; handouts at events and more.

Get in touch to discuss this exclusive opportunity.

www.mykiliclimb.co.uk

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Corporate Partners

Donation: £250

As a corporate partner of My Kili Climb Karen will work with you to promote your product/service online whilst helping you achieve your Corporate Social Responsibility (CSR) objectives. There are many opportunities to promote your brand with the package outlined below. However Karen is more than willing to discuss any other requirements you may have.

Website	Social Media	PR
<p>Your logo with a hyperlink back to your website displayed on every page.</p> <p>A page on the My Kili Climb website containing, banner, contact details and information about your organisation.</p> <p>Your company will also be listed on Karen's work and personal email signature.</p>	<p>Your company will be mentioned in at least 3 My Kili Climb blogs.</p> <p>Your logo will be added to the My Kili Climb Facebook Fan page.</p> <p>You will be covered in status updates on Facebook and LinkedIn and tweets on Twitter.</p> <p>If you have specific social media requirements then Karen is open to your suggestions.</p>	<p>All sponsors will be listed in every press release.</p> <p>Karen will participate in your own PR on request.</p>
Webinars	Events	On the Big Climb
<p>3 digital marketing webinars will run in July/August. The slides will display all corporate partner logos.</p> <p>Karen will thank all sponsors at the end of the webinar with a brief company description.</p>	<p>Karen will run 2 or 3 fundraising events. At each event your company logo will be displayed.</p> <p>Karen is happy to give out promotional material or product samples at each event.</p>	<p>Photo at the summit of Kilimanjaro with a My Kili Climb sponsors flag. Other photos available on request.</p> <p>On return Karen will write a blog tailored to your company contribution for your own use.</p>

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My Kili Climb Corporate Partners

The organisations below have already donated to the British Heart Foundation to support My Kili Climb.



www.trojantraining.co.uk



www.avfmarketing.co.uk



www.parentpay.com



www.indzine.co.uk



www.averybrandandprint.co.uk

To Find Out More

Karen can be contacted on 07966 549619 or via email karenfewell@btinternet.com

My Kili Climb is also on Facebook www.facebook.com/mykiliclimb

www.mykiliclimb.co.uk

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