



Media Pack for Businesses

We are thrilled your business is taking part in the Centre for Leadership Performance Bright Stars Spring/Summer 2026 programme!

We want to help you showcase your involvement, the activities, and the impact on the children and community. Below are tips, templates, and ideas for creating content for your communication channels, social media, press releases, and marketing.

Important: Please make sure your school partner has signed and returned the consent form allowing all parties to use the content (written and images) to celebrate the programme. There may be children on the project that cannot be used in images/films or mentioned in written information. Please always check with your school before sharing any project content.

1. Content Collection

As most of you are aware, we create a celebration film after each project. We would love to share imagery and video content of you and the pupils you have been working with in this film.

Content Ideas (must be within consent guidelines):

- Record an interview near the end of the programme with you chatting to the pupils you have been working with about how they found Bright Stars. You can use a mobile phone or a Zoom/Teams recording.
- Take photos on a regular basis to monitor progress of the pupils' work. This provides an invaluable record of their achievements and will also excite and inspire the children.
- Get pupils involved in marketing by asking them to record each other on phones (including teachers!), perform mini-interviews sharing what they are working on, talking about leadership, the skills they developed and what being a leader means to them.

2. Social Media

Below are our social media tags and some example texts to help with your social media promotion.

- ✖ Facebook: [@CentreforLP](#)
- ✖ LinkedIn: [@Centre for Leadership Performance](#)
- ✖ Instagram: [@CentreforLP](#)
- ✖ Twitter (X): [@CentreforLP](#)

Hashtags: #BrightStars2026 #BrightStars #CommunityLeadership #EmpowerYoungLeaders

Post Templates: [Click this link](#) for example post templates to help with your social media promotion.

www.cforlp.org.uk

Email: info@cforlp.org.uk



3. Press Information

Press Release Template: We have developed a press template your business may wish to use, either externally through your own channels and trade press, or as content for newsletters.

It is an opportunity to celebrate your involvement in a unique and exciting initiative to engage young people with the workplace and future careers. Sharing stories and if possible, pictures with your publicity contacts promotes your business and your collaboration with your partner school and CforLP.

To download a press template, please go to the online Bright Stars Resources page at: <https://cforlp.org.uk/bright-stars-information-resource-page-3/>

4. Logo Banner

To download a copy of the latest Bright Stars Supporter Logo Banner, please go to the online Bright Stars Resources page (under Extra General Resources) at: <https://cforlp.org.uk/bright-stars-information-resource-page-3/>

5. Case Study

Could you complete a case study for us? Pupil, school and business case studies are beneficial for the CforLP when promoting Bright Stars to potential future applicants. We would be grateful if you and/or your pupils/school would be willing to produce a short piece (either written or video) detailing your experiences to use for marketing above and beyond the Showcase event.

Case Study Template: [Click this link](#) to download the business case study template.

If you have any questions or require further guidance on the above, please contact hazel.duhy@cforlp.org.uk

Good luck and we can't wait to see some of your posts and activity!