

# INTERNATIONAL BOYS DAY

What if Milton Keynes became the best place in the world for boys to live, thrive and become active members of our communities?

PARTNERSHIP  
INFORMATION

Let's Make the Vision a Reality

FOR A MOSAIC WORLD





# INTERNATIONAL BOYS DAY 2026

## Why This Initiative Matters

Across the UK, increasing attention is being given to boys, yet far less space is created to genuinely listen to them. Research shows many boys feel uncertain about identity, belonging, purpose and what the future holds. Beneath the statistics, however, is something deeply hopeful: boys care. They want connection, meaning and to contribute positively.



Boys in Today's World, seeks to understand their lived experiences in Milton Keynes directly listening with integrity, reflecting their voices responsibly, and identifying practical insights that can inform education, community and future opportunities.

## The Initiative & International Boys' Day

In the lead-up to International Boys' Day (16 May), we will engage boys from different backgrounds across Milton Keynes to explore their realities, aspirations and perceived barriers. These insights will be reflected in a boy's event in the week surrounding 16 May, bringing together young people, educators, parents, leaders and local organisations.

The event will combine shared findings, short talks and interactive elements, creating an intimate yet impactful space that centres boys' voices while opening constructive dialogue about how we collectively support their transition into adulthood.



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Creating Harmony, Impact & Legacy

# BOYS & MEN IN TODAY'S WORLD

## ANNUAL PARTNERSHIP MODEL

Supporting International Boys' Day, International Men's Day & Research

### PARTNERSHIP TIERS & BENEFITS

CATALYST PARTNER	TRANSFORMATION PARTNER	ADVOCATE PARTNER	COMMUNITY PARTNER
Leads Innovation & Change	Supports Meaningful Change	Champions & Supports Change	Believes & Enables Change
Driving transformative impact, shaping the future of boys and men for Gender Harmony	Actively enables changes and drives opportunities	Publicly champions and engages with the initiative.	Shares belief in the initiative and offers support

### PARTNERSHIP INVESTMENT

	BOY'S DAY	MEN'S DAY	BOTH EVENTS
CATALYST	£5,000	£5,000	£9,000
TRANSFORMATION	£2,500	£2,500	£4,500
ADVOCATE	£1,000	£1,000	£1,800
COMMUNITY	£250	£250	£480

## PARTNERSHIP BENEFITS BY TIER

	COMMUNITY	ADVOCATE	TRANSFORAMTION	CATALYST
Logo on Website & Materials	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓
Event Banner/Stall Space			✓	✓
On Air Recognition with MKFM				✓
Feature Article with MKFM		✓	✓	✓
2 Tickets to MKFM Meet of MK Event	✓	✓	✓	✓
Verbal on Stage Acknowledgement				✓
Roundtable/Briefing Session				✓
Co-Branded Report Mention				✓

**For Partnership Enquires, please contact Susan Popoola**



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# PARTNERSHIP BENEFITS BY TIER IN MORE DETAIL

## CATALYST PARTNER - *Leads Innovation & Change*

**Logo on Website & Materials:** Premier logo positioning across all major materials and platforms reflecting your leadership role.

**Social Media Mentions:** Priority and repeated acknowledgement throughout the campaign period.

**Event Banner/Stall Space:** Prominent physical presence at the event to engage meaningfully with attendees.

**On-Air Recognition with MKFM:** Recognised on air during a one-month campaign as a Catalyst Partner.

**Feature Article with MKFM:** A published article positioning your organisation as a visible supporter of innovation and change.

**Verbal On-Stage Acknowledgement:** Priority recognition during the event programme.

**Roundtable/Briefing Session:** Invitation to strategic discussions shaping the future direction of the initiative.

**Co-Branded Report Mention:** Acknowledgement within post-event research or impact reporting recognising your contribution to legacy outcomes.

**2 Tickets to MKFM Meet of MK Event:** Access to MKFM's business network to strengthen relationships beyond the event.

## TRANSFORMATION PARTNER - *Supports Meaningful Change*

**Logo on Website & Materials:** Enhanced logo presence across materials and digital platforms reflecting your active role in enabling change.

**Social Media Mentions:** Strategic acknowledgement across social channels aligned to key event milestones.

**Feature Article with MKFM:** A published feature article providing an opportunity to share your organisation's perspective and values.

**Event Banner/Stall Space:** A physical presence at the event to engage directly with attendees and stakeholders.

**Verbal On-Stage Acknowledgement:** Formal recognition during the event programme.

**Roundtable/Briefing Session:** Invitation to a focused discussion exploring insights and forward strategy.

**2 Tickets to MKFM Meet of MK Event:** Relationship-building access within MKFM's established business community.

## **ADVOCATE PARTNER - *Champions & Supports Change***

**Logo on Website & Materials:** Prominent logo placement across materials and digital platforms recognising your public commitment.

**Social Media Mentions:** Dedicated social media acknowledgement highlighting your role in championing the initiative.

**Feature Article with MKFM:** A published feature article providing an opportunity to share your organisation's perspective and values.

**Verbal On-Stage Acknowledgement:** Public recognition during the event programme.

**2 Tickets to MKFM Meet of MK Event:** Opportunity to connect with influential local businesses and decision-makers.

## **COMMUNITY PARTNER: *Believes & Enables Change***

**Logo on Website & Materials:** Your logo will appear on selected event materials and the website as visible recognition of your support.

**Social Media Mentions:** You will be acknowledged across social media as part of the community supporting this initiative.

**2 Tickets to MKFM Meet of MK Event:** Access to MKFM's business network to build relationships with local leaders and organisations.



# SUSAN POPOOLA

HUMAN VALUE OPTIMISATION SPECIALIST



Susan Popoola focuses on developing a Mosaic World in which everyone is valued for who they are and what they have to offer.

Susan runs Mosaic Fusions Ltd, an Organisational Development and Leadership support organisation through which Susan works with purpose driven leaders and influencers to navigate complexity and create impact, fulfilment, harmony and legacy for the benefit of self, the workplace and wider society. She has extensive cross-sector experience inclusive of international experience working with organisations and delegates from Europe, Africa, the Middle East, China and the US. She is also a South East Midlands Local Enterprise Partnership Ambassador, Royal Society of Arts fellow, Good Work Guild member, and former Fellow of Windsor Castle's Society of Leaders. Also declared a Black Female Pioneer of Milton Keynes

Susan also runs Mosaic Wise, a Community Interest Company that works with individuals, education and organisations to support and enable children and young adults to fully identify who they are and develop to be the best that they can be in the various environments and contexts they encounter in life, with a special focus on young people who are care experienced.

Susan has a deep-rooted belief in human value and is the author of Touching the Heart of Milton Keynes: A Social Perspective, Consequences: Diverse to Mosaic Britain, and most recently, Male Perspectives on The Value of Women at Work.

Susan is an established speaker and host of the Leading in a Mosaic World Podcast with a new series on "Being a Man" in today's world.

She has the ability to relate to and connect with people from a wide variety of backgrounds to optimise and bring out the best in people and organisations.

# ORGANISATIONS WE'VE WORKED WITH INCLUDE

ARUP

LFB  
LONDON FIRE BRIGADE

Worley  
energy | chemicals | resources

Department  
of Health &  
Social Care

MK  
BUSINESS LEARNING  
PARTNERSHIP



MHRA  
Mapping, Monitoring and Measuring Success

DeLaRue

ODN Europe  
Advancing the digital potential of the

PROJECT 4  
LEARNING LAB

wingivers  
your business, built for your customer

SINO-BRIDGE

IFF  
International Flavors & Fragrances

MK  
College  
Group

YMCA

Refugee  
Resource

Meyler  
Campbell  
Mastered

ZSL  
Zoological  
Society  
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