

# SPONSORSHIP OPPORTUNITIES

Media Pack

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# Hanging baskets



Every year East Staffordshire Borough Council enters Burton upon Trent into the Heart of England in Bloom campaign, the regional element of the national Britain in Bloom campaign. In 2018 Burton upon Trent achieved 'Gold' for its tenth consecutive year, Uttoxeter won 'Gold' in the Town category and Winshill in Bloom won 'Gold' and was the overall winner in the Urban Community category.

This has been achievable because of the involvement of the entire community from residents, local businesses, schools, community groups and volunteers who take such pride in supporting the "Burton in Bloom" campaign. This enhances the appearance of the town making it a brighter, happier and more pleasant place to live, work and visit.

Burton upon Trent and Uttoxeter are becoming recognised as floral towns where the community are committed to improving the local environment and the continued support of our local businesses is vital to this success.

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# Roundabouts and Floral Displays



Sponsorship of Traffic Islands offers local businesses prime advertising space where it is seen by local people and visitors. This is an exciting opportunity to support the Britain in Bloom competition and help to put Burton and Uttoxeter on the map as an attractive place to live and work.

East Staffordshire Borough Council is currently offering businesses the opportunity to sponsor traffic islands and floral features around the borough. This type of sponsorship provides your business with: high visibility coverage all year round; local presence whilst your customers are on the move; and guarantees a regular flow of customers at very competitive prices.

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# Events



**Locations:** Indoor Market Hall, Brewhouse Arts Centre, Town Hall

**Footfall:** 8,000+ (per year)

**Cost:** Prices vary per event (More info at end of pack)

**Deal:** Each year East Staffordshire Borough Council plays host to a number of events aimed at local residents and visitors to Burton, encouraging communities to actively participate in, and attend events within the Town Centre, Indoor Hall and Brewhouse Arts Centre.

**Market**

The aim of the events is to create annual activities that will improve perceptions, increase footfall, provide memorable experiences and start to create a sense of place for Burton.

Sponsorship opportunities include logo featured on all Event Marketing & Promotion activities including:

- Email Marketing
- Online advertising
- Social Media
- Brochures and literature
- Digital Screens
- Websites

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# Facility Brochures

Locations: Brewhouse Arts Centre Programmes

Cost: £350.00 per Season

Deal: Each year the Brewhouse Arts Centre hosts a number of activities and events that are promoted using specific brochures.

On average 10,000 brochures are produced per year and left on display in each of the Council's cultural services facilities and the Customer Service Centre.

Electronic versions of the brochures are created and emailed to approx. 2,000 individual email addresses. Brochures are also available to download from the Brewhouse webpage.

This sponsoring opportunity will result in your logo being displayed on the front cover of all of the brochures produced, displayed online and emailed out to the customer database.



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## Show Tickets



Location: Brewhouse Arts Centre  
Footfall: 60,000+ (per year)  
Cost: £1,200.00 (plus Vat)  
Amount: 40,000 tickets (3p per ticket)

Deal: The Brewhouse plays host to a large number of acts each year which have included Sean Lock, Jon Richardson, Russell Kane and Rob Beckett. To attend the shows the public purchase tickets, printed by the box office.

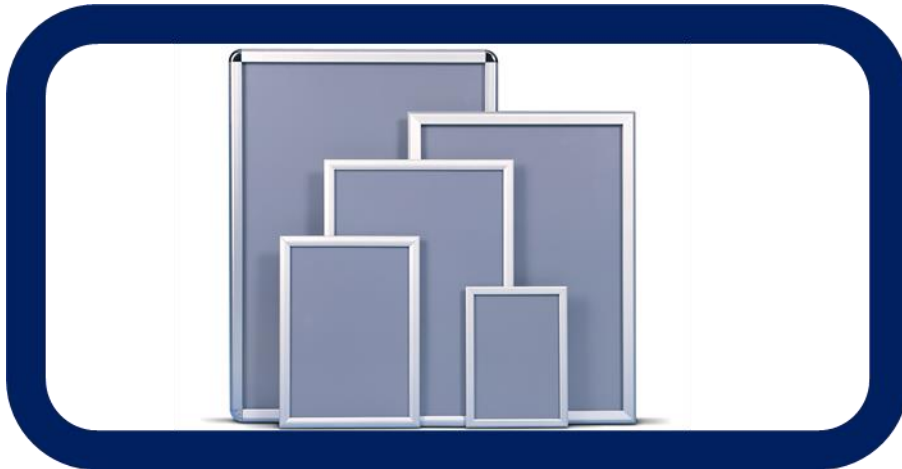
Businesses will need to provide their logo and a short message, and we shall arrange for the tickets to be printed. At 3p per ticket this represents excellent value for your business.

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## Internal Posters



**Locations:** Brewhouse Arts Centre and Burton Indoor Market Hall

**Cost:** Prices vary on location, size and number of posters - (More info at end of pack)

**Deal:** East Staffordshire Borough Councils is offering an affordable marketing opportunity for businesses with smaller marketing budgets that are looking to target a new audience.

Each facility has a number of internal posters that are available for businesses to use at very reasonable prices. Poster prices are dependant on their size and the are available in A4, A3 and A2 format. Businesses need to produce their own artwork and we will print and display it. Prices for each option are available at the back of this pack

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# Brewhouse Arts Centre



Located in the heart of Burton upon Trent, The Brewhouse Arts Centre is a beautiful historic building which was originally part of The Bass Brewery. The Brewhouse Arts Centre opened its doors to the public in January 1991 and is now celebrating its 25<sup>th</sup> year as a vibrant theatre and arts venue. The Grade II listed building retains many of the original features of the brewery.

The Brewhouse plays host to a large number of acts each year which have included Sean Lock, Jon Richardson and Rob Beckett and has over 60,000 visitors each year.

## Sponsorship Opportunities

Digital Screen adverts	Ticket Sponsorship
Internal posters	Brochure Sponsorship
Event Sponsorship	

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# Burton Indoor Market Hall



Following a £1.5million redevelopment, Burton Market Hall once again opened its doors to the public on Saturday 21st June 2014.

Burton Market Hall is a beautiful Victorian building that has been renovated with sympathy to preserve its historic character

With 'fixed' shop units trading Monday to Saturday and casual 'pop up' stalls trading every Thursday, Friday and Saturday, Burton Market Hall is an exciting shopping destination with an average annual footfall of 272,000

## Sponsorship Opportunities

Event Sponsorship

Internal posters

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## Sponsorship Location Summary

	Locations	
	Brewhouse	Market Hall
Digital Screens	✓	
Internal posters	✓	✓
Tickets	✓	
Brochures	✓	
Events	✓	✓

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## Contact Details

	Phone Number
Digital Screens, Internal posters, Tickets, Brochures, Events	01283 508272

	Phone Number
Hanging Baskets, Roundabouts	01283 508269

Email	<a href="mailto:communications@eaststaffsbc.gov.uk">communications@eaststaffsbc.gov.uk</a>
Facebook	<a href="http://www.facebook.com/eaststaffsbc/">www.facebook.com/eaststaffsbc/</a>
Twitter	<a href="https://twitter.com/eaststaffsbc">https://twitter.com/eaststaffsbc</a>

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# Rate Card

Ref No.	Format	Max. No. of Opportunities	Location	Option	Price per option (plus VAT)
D.1	Digital Screen	2 adverts per screen	Brewhouse Arts Centre	Price per advert per month	£50.00
IPB.1	Internal Posters - A4	6	Brewhouse Arts Centre	Price per poster per month	£20.00
IPB.6	Internal Posters - A3	4	Brewhouse Arts Centre	Price per poster per month	£25.00
IPB.10	Internal Posters - A2 A-board	2	Brewhouse Arts Centre	Price per poster per month	£30.00
IPM.1	Internal Posters - A3 Slide	4	Indoor Market Hall	Price per poster per month	£25.00
IPM.2	Internal Posters - A3 Slide	6	Indoor Market Hall	Price per poster per month	£25.00
PT.1	Performance Tickets	40,000 tickets	Brewhouse Arts Centre	Price per 40,000 tickets	£1,200.00
E.1	Events	per event	Brewhouse Arts Centre	Prices vary per event and sponsorship opportunity	Call for further details
E.2	Events	per event	Indoor Market Hall	Prices vary per event and sponsorship opportunity	Call for further details
SB.1	Season Brochures (Brewhouse shows)	3,500	Brewhouse Arts Centre	Price per season	£600.00
SB.2	Season Brochures (Brewhouse shows)	3,500	Brewhouse Arts Centre	Price per season	£600.00
SB.3	Season Brochures (Brewhouse shows)	3,500	Brewhouse Arts Centre	Price per season	£600.00



# Terms and Conditions

The Council will not accept sponsorship and advertising which in its content or by its association with the sponsor / advertiser or products/services advertised:

- Might create a negative impression of the Council or bring the Council into disrepute;
- Presents a financial or legal conflict with the Council;
- Promotes particular religious activities, or are a lobby or pressure group or political party;
- Promotes or are involved in tobacco, gambling, pornography, weaponry or similar activities;
- Discriminate against people on the basis of gender or gender reassignment, status as a carer, pregnancy or maternity, marital or civil partnership status, race, ethnicity, disability, nationality, sexual orientation, age or religion/belief;
- Might compromise the Council's duty or appearance of behaving impartially and independently, especially when exercising regulatory functions (e.g. deciding planning, building control or licensing applications);
- Could be considered defamatory, offensive, obscene or illegal;
- Infringes copyright or any other intellectual property rights or other rights belonging to a third party;
- Promotes organisations that provide services in direct competition to those provided by the Council.

The above list is not exhaustive and the Council retains the right to decline sponsorship and advertising from any organisation in respect of particular products or services, which the Council in its sole discretion considers inappropriate.

The Council reserves the right to refuse sponsorship and advertising when space is limited by the needs of editorial content or for any other reason without explanation.

Before accepting any sponsorship and advertising the Council will confirm that acceptance would not be in breach of any existing contractual obligations that the Council has e.g. sponsorship contracts that may give sponsors exclusive advertising rights.

The Council reserves the right to remove sponsorship and advertising without notice should the subject matter cause, or be likely to appear insensitive or cause offence in the light of local or national events or circumstances e.g. natural disasters or that which could bring the Council into disrepute.

Payment for sponsorship and advertising must be made in advance of the sponsorship / advertising taking place.