

Sponsorship and advertising opportunities in Rushcliffe

Introduction

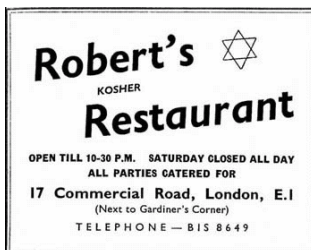
This document sets out a new approach for Rushcliffe to generate additional income via sponsorship and advertising. The primary reason for considering and seeking potential sponsorship and advertising is because Council's income is under pressure and new sources need to be found to ameliorate the need to find reductions in expenditure, in addition to the constant drive for efficiency and effectiveness. This document covers possible income that could be generated, what opportunities exist, how to get sponsorship or advertising and the approval process.

Sponsorship and advertising – what's the difference?

Sponsorship is a contribution towards the provision of a specific service or asset by an outside body. This may pay towards something the Council does already (perhaps to ensure it continues) or for an enhancement. In return, the fact of the sponsorship is usually simply but publicly recognised (see pictures example). The sponsoring body will therefore obtain some benefit from the potential publicity or simply fulfil any philanthropic intentions. For example, John Deere provides a number of our grass cutting machines. They may wish to sponsor some of the open spaces we maintain and pay us a contribution. The benefit to John Deere is brand recognition and a marketable example of supporting the local community for their own publicity or philanthropic reasons.



Advertising is different as it involves a contract whereby a company places an advert for a specific product or service and pays a set fee for the advertising space. It is intended to persuade viewers, listeners or readers to take a particular action. For example, a local restaurant may place an advert in our resident's newsletter, on the website or inside a leaflet or publication to encourage people to visit that venue to eat. The benefit to the restaurant is hopefully more people coming through the door to eat. The benefit to the Council is the additional revenue raised for selling advertising space.



Sponsorship and advertising opportunities

There are many possibilities, but some of the main ones are listed below. Some may be more suited to either sponsorship or advertising but others are appropriate to both.

- Vehicles – Streetwise vans, pest control, dog wardens, bin lorries
- Pieces of land
- Traffic islands
- Litter bins
- Dog bins
- Trade waste bins
- Car parking tickets

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- Council publications

Rushcliffe's approach to sponsorship and advertising

Many organisations could be suitable sponsors or advertisers – partners we work with, business or community groups, or local companies. The decision as to whether the sponsor or advertiser is suitable will be taken by members of the senior management team (who may consult with members of Cabinet as appropriate) based on criteria such as:

- the organisation's reputation
- whether it supports the council's values and strategic objectives
- the products or services being advertised
- the legality/decency of their operations
- its approach and support of environmental issues
- whether it contravenes the spirit of equality and diversity.

Sponsorship and advertising protocol

The Council decides who can advertise and any copy considered inappropriate would be excluded. Consideration is therefore given to the content of the adverts and, in particular, whether the message is controversial. Adverts must be legal, decent, honest and morally acceptable. The message should not be likely to cause needless concern to those reading or seeing it. Certain categories of content are specifically unacceptable:

- Tobacco or alcoholic drinks
- Specifically aimed at children
- Of political or overtly religious nature
- Of a sexual nature or whose content is otherwise likely to offend
- Promotion of councillors or staff or their immediate relations' commercial activities

As a guideline, adverts should:

- Not offend the Advertising Standards Authority's Code of Practice
- Not be inconsistent with the work of the Council's Corporate Strategy
- Not be of a political nature
- Not be inconsistent with our objectives relating to equality, disability, race, sexism, ageism or sexual orientation
- Not be likely to invoke an adverse reaction from the general public or otherwise likely to offend
- Not put Rushcliffe's reputation at risk
- Not directly compete with local independent publications who rely upon advertising income to survive
- Not be presented as the Council endorsing any specific product or service

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Legalities

We abide by the terms of the Advertising Standards Code of Practice (www.asa.org.uk). We reserve the right to refuse any advert that we believe will breach the code or cause legal or ethical difficulties for Rushcliffe Borough Council.

Advertising in *Rushcliffe Reports*

Rushcliffe Reports is the Council's flagship magazine that is received by all 47,000 homes in Rushcliffe and by key local and regional opinion formers.

It is an eye-catching full colour publication that is delivered door to door three times a year. It contains newsworthy information that people need to know about living in Rushcliffe and about Council services. We have a limit on advertising on each edition to ensure a good balance between editorial and the services that you want to promote.

Rushcliffe Reports has been shortlisted for many awards for its clarity and design and has been widely praised by various Government watchdogs for its ease of understanding. Most importantly residents read it (94%) and say it is easy to read. Rushcliffe is the top council in the country for customer satisfaction and value for money and over 2/3rds of residents turn to the magazine to find out council news.

Why advertise in *Rushcliffe Reports*?

- It's a lively, informative read that holds the reader's attention
- It contains information that people need to and want to know
- It is delivered free to around 47,000 homes in the district
- It's a high quality, colour publication with the potential for advertising.

The magazine is between A5 and A4 in size, between 24 and 32 pages in length and published in full colour three times a year. Up to 4 pages in each publication will be considered for advertisements.

Adverts need to be booked by emailing rushcliffereports@rushcliffe.gov.uk

A proof copy will be emailed to you prior to printing and we will tell you the date that you can expect to receive this proof. Please return this proof within 2 working days of receipt. We cannot accept responsibility for any errors in an advert if the proof is returned after the deadline or not returned at all.

The rates:

<i>Page size</i>	<i>Rate including VAT</i>	<i>Size</i>
Full page	£700	See attached
Half page	£350	"
Quarter page	£175	"
Eighth page	£85	"

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You can provide your own advert in the form of a high resolution PDF or jpeg. This must be sized to the advert size specification. Alternatively, you can supply copy and graphics electronically and we will create artwork for you.

We reserve the right to refuse any advert that is not of sufficient design quality to be included in the magazine (poor images, unreadable fonts). This will be rare, but for the sake of all advertisers, we must maintain the high publication standard of *Rushcliffe Reports*. Please contact us for advice if necessary. It is important that we receive the copy by the deadline. We reserve the right to refuse late copy, but to make a charge for the full cost of the advert if the space can't be resold.

Other possibilities

There are many opportunities to advertise in communications and the main opportunities that exist for premium sponsorship are those communications which have high impact and high volume:

- *Rushcliffe Reports*
- Website
- Welcome Packs
- Council tax leaflet
- Event brochures eg. Here comes summer (which is inside *Rushcliffe Reports* in June 2011)
- Bin calendars
- Staff newsletter, intranet

There are also opportunities to sponsor events such as Lark in the Park, Christmas Lights switch-on, Rush4Health and sporting events.