

Event Sponsorship

2019/2020



Our event sponsorship programme

Rushcliffe Borough Council has been organising community events for over 30 years - not only for the enjoyment of Rushcliffe residents, but also encouraging visitors from outside the area to see what great facilities the borough offers.

Our annual events programme offers a diverse selection of activities, from a showcase of appetising artisan street food at the Taste of Rushcliffe Food Festival to awesome outdoor adventures at Lark in the Park play day.

Over 30,000 people attend Rushcliffe Borough Council events annually and we reach over 500,000 people on our popular event social media channels.



Why Rushcliffe?

The borough of Rushcliffe covers 157 square miles of South Nottinghamshire. Although just 3 miles from Nottingham City Centre, Rushcliffe has a strong identity of its own. It is home to the world famous Trent Bridge cricket ground and the City Ground, home to two times European Cup winners, Nottingham Forest.

The main centre of population is West Bridgford, where around 41,000 of the borough's 111,129 population live. The remainder of the district is largely rural, with the centres of population split between small towns and villages.

West Bridgford is widely regarded as one of the best places to live in the East Midlands boasting a great choice of homes, superb schools, leading sports and leisure facilities, and high-quality bars, restaurants and retailers.

Rushcliffe is consistently named in the top 10 places to live in England and Wales (the Halifax Rural Areas Quality of Life Survey 2014 and Channel 4's UK's Best Place to Live 2017) and Bingham was named the Best Place in England and Wales to raise a family in a 2013 Family Investments poll.

Benefits of event sponsorship

- Reach and speak directly with your customer base
- Enhance your company's role in social responsibility and community perception
- Help shape and grow community and family events
- Attract new customers and sales opportunities
- Build your reputation in the borough and increase your visibility
- Secure new business partnerships
- Strengthen customer relationships through face-to-face interaction
- On-site activities and networking make the community more involved with your brand

Why take up sponsorship with us?

- Value for money - affordable and tailored packages
- Unique opportunities to reach and talk to the residents of Rushcliffe
- Reliable and professional service, from arrangement and booking through to distribution / installation

What our residents say

25% of residents have visited one or more Rushcliffe Borough Council events in the last year. Over 84% of residents who attended a Rushcliffe borough council event have expressed positive views of the event.

"Lark in the park is amazing! Please continue to do this as it's a great way of businesses showcasing their company and families getting together"

"Congratulations on helping to make this a great place to live!"

"Thank you for working hard to support the community and provide value for money"

"It was lovely to meet so many people yesterday in West Bridgford. I can't believe how many people attended. It must be the busiest for years! We loved spreading the word about our exciting entertainment for children's birthday parties, and took lots of bookings and had lots of enquiries too!"



Armed Forces Day Proms in the Park

Every June towns and villages around Great Britain join together to mark Armed Forces Day, a nationwide celebration to honour the work of the British Armed Forces.

West Bridgford's popular annual Proms in the Park sees hundreds of music fans descend upon Bridgford Park for a day of patriotic performances from local choirs and bands, alongside stalls and attractions from local Armed Forces veterans and cadet groups including the event's official charity partner, the West Bridgford branch of the Royal British Legion.

The highlight of the day is a rousing 'last night of the proms' concert, complete with flag-waving and sing-along finale.

Date Saturday 29 June 2019
Location Bridgford Park, West Bridgford
Attendance 3000+





Premium Lead Sponsor (1 available)	Gold Sponsor (3 available)
£2000+VAT	£500+VAT
Naming rights of the stage eg Armed Forces Day Proms in the Park sponsored by 'your company name'	
Logo on marketing materials (100 x A4 posters, 500 x A5 Flyers, 500 programmes/song sheets)	Logo on marketing materials (100 x A4 posters, 500 x A5 Flyers, 500 programmes/song sheets)
Logo within on-site banners around main entrances 5 x 2m x 1m banners	
Lead logo on the stage backdrop	Logo on the stage backdrop
Recognition as the lead sponsor on the Rushcliffe Borough Council website including name and website address	Recognition of sponsor on the Rushcliffe Borough Council website including name and website address
Logo on the header banner on the Facebook event page and recognition in the description (total reach 52k in 2018)	Logo on the header banner on the Facebook event page (total reach 52k in 2018)
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
Recognition of sponsor on the PA announcements during the event	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	Right to use event name and logo in conjunction with sponsorship in all advertising before event
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	Name, logo and link (where applicable) on all press releases
Regional media coverage on the day often includes Notts TV, The Nottingham Post and West Bridgford Wire	Regional media coverage on the day often includes Notts TV, The Nottingham Post and West Bridgford Wire



Taste of Rushcliffe Food Festival

The Taste of Rushcliffe Food Festival is one of the biggest free food festivals in Nottinghamshire, showcasing over 30 independent artisan and specialist food businesses alongside a programme of masterclasses and demonstrations, children's cookery school and food science laboratory.

With special guest Chef, multi Michelin Award Winning Jean-Christophe Novelli sure to draw in the crowds, this years' festival certainly has all the right ingredients for a brilliant foodie day out.

Date Saturday 13 July 2019
Location Central Avenue, West Bridgford
Attendance 3,000+



Premium Lead Sponsor (1 available)	Gold Sponsor (3 available)
£2000+VAT	£300+VAT
Naming rights eg Taste of Rushcliffe Food Festival sponsored by 'your company name'	
Logo on marketing materials (100 x A3 posters)	Logo on marketing materials (100 x A3 posters)
Logo within on-site banners around main entrances 5 x 2m x 1m banners	
Lead logo on performance and demo kitchen backdrop	Logo on the performance and demo kitchen backdrop
Recognition as lead sponsor on the Rushcliffe Borough Council website including name and website address	Recognition of sponsor on the Rushcliffe Borough Council website including name and website address
Logo on the header banner on the Facebook event page and recognition in the description	Logo on the header banner on the Facebook event page
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
Recognition as the lead sponsor on the PA announcements during the event	
Central marquee or stand to display your service/product	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	Right to use event name and logo in conjunction with sponsorship in all advertising before event
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	Name, logo and link (where applicable) on all press releases
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Lark in the Park

Established in 1988 Lark in the Park is a mammoth fun-filled family festival which features a whole host of child-friendly attractions such as arts and craft workshops, have-a-go sports activities, rides and amusements, walkabout entertainers and stage shows and stalls from over 80 local community groups, charities and small businesses.

Lark in the Park is promoted as part of Playday, the National Day for Play. An annual celebration of a child's right to play, Playday is a campaign that highlights the importance of play in children and young people's lives.

Lark in the Park's theme for 2019 is Get Active!

Date Wednesday 7 August 2019
Location Bridgford Park, West Bridgford
Attendance 8000+

"Hollies Day Nurseries become new three year sponsors of Lark in the Park"



Video tour of Lark in the Park





Premium Lead Sponsor (1 available)	Gold Sponsor (3 available)
SOLD	£500+VAT
Naming rights eg Lark In The Park sponsored by 'your company name'	
Logo on marketing materials (100 x A4 posters)	Logo on marketing materials (100 x A4 posters)
Logo within on-site banners around main entrances 3 x 5m x 1m banners	
Lead sponsor logo on the stage backdrop	Logo on the stage backdrop
Recognition of sponsor on the Rushcliffe Borough Council website including name and website address	Recognition of sponsor on the Rushcliffe Borough Council website including name and website address
Logo on the header banner on the Facebook event page and recognition in the description (total reach £123k in 2018)	Logo on the header banner on the Facebook event page (total reach £123k in 2018)
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
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*discounted rates are available for exclusivity across the annual sponsorship programme of events or per event over a 2 or 3 year agreement. Subject to availability.



Sunday Funday

Sunday Funday is Rushcliffe's free annual festival of health, sport and wellbeing. Presented in partnership with NHS Rushcliffe Clinical Commissioning Group, it offers families the opportunity to have a go at lots of fun sports and physical activities as well as learn more about how to eat well, move more and live longer.

In 2014 Sunday Funday won the National Outdoor Event Awards "Production Partnership of the Year"

Date Sunday 8 September 2019
Location Cotgrave
Attendance 3000+



Premium Lead Sponsor (1 available)	Gold Sponsor (3 available)
£1500+VAT	£250+VAT
Naming rights eg Sunday Funday sponsored by 'your company name'	
Logo on marketing materials (100 x A4 posters)	Logo on marketing materials (100 x A4 posters)
Logo within on-site banners around main entrances 3 x 2m x 1m banners	
Recognition as lead sponsor on the Rushcliffe Borough Council website including name and website address	Recognition of sponsor on the Rushcliffe Borough Council website including name and website address
Logo on the header banner on the Facebook event page and recognition in the description	Logo on the header banner on the Facebook event page
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
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West Bridgford Christmas Lights Switch On

Established in 2000, the West Bridgford Christmas Lights Switch-on marks the start of Christmas seasonal trading in West Bridgford.

Attracting thousands of shoppers to the town centre it's a festive feast featuring entertainment from local singers and bands, a children's fairground, street theatre entertainers and santa's grotto.

There's also a busy market on the Croquet Lawn with over 80 stalls offering a range of Christmas gifts, crafts, novelties and food from independent local businesses. All this action leads up to the highlight of the day, the lights switch-on at 5pm, followed by a firework finale.

Date	TBC
Location	Central Avenue, West Bridgford
Attendance	5000+





Premium Lead Sponsor (1 available)	Gold Sponsor (3 available)
£2000+VAT	£400+VAT
Naming rights e.g. Christmas Light Switch On sponsored by 'your company name'	
Logo on marketing materials (100 x A4 posters)	Logo on marketing materials (100 x A4 posters)
Logo within on-site banners around main entrances 5 x 2m x 1m banners	
Lead sponsor logo on the stage backdrop	Logo on the stage backdrop
Recognition as lead sponsor on the Rushcliffe Borough Council website including name and website address	Recognition as sponsor on the Rushcliffe Borough Council website including name and website address
Logo on the header banner on the Facebook event page and recognition in the description	Logo on the header banner on the Facebook event page
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
Recognition as lead sponsor on the PA announcements during the event	
Central marquee or stand to display your service/product	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	Right to use event name and logo in conjunction with sponsorship in all advertising before event
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	Name, logo and link (where applicable) on all press releases
Regional media coverage on the day often includes Notts TV, The Nottingham Post and West Bridgford Wire	Regional media coverage on the day often includes East Midlands Today and The Nottingham Post, West Bridgford Wire

Celebrating Rushcliffe Awards

Presented in conjunction with the West Bridgford Wire, the Celebrating Rushcliffe Awards honour Rushcliffe's unsung community, sporting, business and health heroes.

Supported by a high profile local media campaign, culminating in a popular presentation evening, the awards shine a spotlight on Rushcliffe and the individuals, groups and businesses who make the borough a great place to live, work and visit.

Date November 2019

Location West Bridgford

Attendance 200+

Premium Lead Sponsor (1 available)	Category Sponsor (10 available)
£1500+VAT	£500+VAT
Naming rights e.g. Celebrating Rushcliffe Awards sponsored by 'your company name'	Logo on award marketing materials
Lead sponsor logo on the stage backdrop	Logo on the stage backdrop
Recognition as lead sponsor on the Rushcliffe Borough Council website including name and website address	Recognition as sponsor on the Rushcliffe Borough Council website including name and website address
Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)	Social media promotion via Rushcliffe Borough Council's Twitter (9000+ followers) and Facebook (1,500+ followers) and Facebook What's on (850+ accounts)
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CELEBRATING RUSHCLIFFE AWARDS

West
Bridgford

Wire

Wednesday, November 28 2018
The Becket School

Kindly sponsored by...



Other promotional opportunities with us

There are a number of additional advertising and sponsorship opportunities which include:

- Rushcliffe Reports - Include your advert in the residents' newsletter distributed to 48,000 homes three times a year. £600 per one page advert or £1530 for the year (15% discount)
- Rushcliffe Gardener – magazine for garden waste collection customers – distributed to 30,000 homes twice a year. £500 per one page advert or £850 for the year (15% discount)
- Sponsored bin lorry – from £2,500 for a 1 to 4 year contract

Next steps

For further details on any of the events or sponsorship packages found in this programme, or if you have any questions, please contact:

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W www.rushcliffe.gov.uk/sponsorship

