



Rushcliffe
Borough Council

Event Sponsorship 2024



RUSHCLIFFE - GREAT PLACE - GREAT LIFESTYLE - GREAT SPORT

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 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 40,000 of the borough's 120,000 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 places to live in England and Wales (the Halifax Rural Areas Quality of Life Survey 2020 and Channel 4's UK's Best Place to Live 2017).



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 and installation

What our residents say...

Over 83% 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 full stage programme of 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 day boasts a varied music programme starting with a rousing 'last night of the proms' style concert, complete with flag-waving and sing-along and a finale performance to get everyone on their feet dancing!

Watch an event round up video on YouTube: bit.ly/49fRoME

Date: Saturday June 29, 2024

Location: Bridgford Park, West Bridgford

Attendance: 8,000+



| Premium Lead Sponsor (1 available) | Gold Sponsor (3 available) |
|--|--|
| £1500 - £2750+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 3 x 2m x 600mm banners | |
| 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 |
| 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 | Logo on the header banner on the Facebook event page |
| Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) | Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) |
| Recognition as lead 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 |

Taste of Rushcliffe Food & Drink Festival

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

Based on the Croquet Lawn and Central Avenue, West Bridgford the event brings together some of the Borough's best food and drink businesses.

Food lovers can enjoy a range of delicious delights from the street food area where you will also find local brewers and distillers.

This year's festival certainly has all the right ingredients for a brilliant foodie day out!

Watch an event round up video on YouTube: bit.ly/488PYmn

Date: Saturday Saturday 27 July 2024

Location: Central Avenue, West Bridgford

Attendance: 3,000+



| Premium Lead Sponsor (1 available) | Gold Sponsor (4 available) |
|---|--|
| £1500 - £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 3 x 2m x 600mm banners | |
| Name, logo and link (where applicable) on all press releases positioned as lead sponsor | Name, logo and link (where applicable) on all press releases |
| 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 |
| 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 |
| Logo on the header banner on the Facebook event page and recognition in the description | |
| Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers). | Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) |
| 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 |

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 50 local community groups, charities and small businesses.

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

This year's event will capture the excitement of the Summer Olympics with themed activities and games!

Watch an event round up video on YouTube: bit.ly/3SmmbRe

Date: Wednesday 7 August 2024

Location: Bridgford Park, West Bridgford

Attendance: 8,000+



| Premium Lead Sponsor (1 available) | Gold Sponsor (3 available) |
|--|--|
| £2950+VAT | £550+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 2m x 600m 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 | |
| Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) | Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) |
| Recognition of 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 |

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, street theatre entertainers and santa's grotto.

The highlight of the evening is the lights switch-on, followed by a late night spectacular!

Watch an event round up video on YouTube: bit.ly/3UxRyuK

Date: TBC

Location: Central Avenue, West Bridgford

Attendance: 7,000+



| Premium Lead Sponsor (1 available) | Gold Sponsor (3 available) |
|--|--|
| £1500 - £2500+VAT | £600+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 3 x 2m x 600mm banners | |
| 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 (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) | Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) |
| 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 Notts TV, The Nottingham Post and 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.

The publicity and social media around the awards reaches an audience in the tens of thousands across the Borough and wider Nottinghamshire, courtesy of the Council's existing channels and partnership with media partner West Bridgford Wire.

Watch an event round up video on YouTube: bit.ly/48Xj21p

Date: December 2024

Location: Rushcliffe Arena, West Bridgford

Attendance: 200+ invitation only



| Premium Lead Sponsor (1 available) | Gold Sponsor (10 available) |
|--|--|
| £2,995+VAT | £650+VAT |
| Naming rights e.g. Celebrating Rushcliffe Awards sponsored by 'your company name' referenced in over 30 social media updates and press releases | |
| Post event social media film capturing you with the Award winners and reflecting on your input to this community initiative | |
| Dedicated social media film highlighting your support for a community based initiative. This is also set to be promoted via media partner West Bridgford Wire's channels. | Dedicated social media film highlighting your support for a community based initiative. This is also set to be promoted via media partner West Bridgford Wire's channels. |
| 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 (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) | Social media promotion via Rushcliffe Borough Council's Twitter (10,000+ followers) Facebook (7,000+ followers) Facebook What's On (2,500+ followers) and Instagram (3,000+ followers) |
| 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 |

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 over 52,000 homes three times a year. £660 per one page advert.
- Rushcliffe Gardener - magazine for garden waste collection customers - distributed to over 20,000 customers twice a year. £660 per advert.
- Sponsored bin lorry - enquire for further details.



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:

Ginette Taylor, Community Development

0115 9148334

gtaylor@rushcliffe.gov.uk

www.rushcliffe.gov.uk



@rushcliffeborough



@rushcliffe



@rushcliffe_bc