

# Christmas in Cirencester

**Sponsorship opportunities**



**Invitation to apply for sponsorship packages for the  
Christmas 2017 Advent Festival in Cirencester**



## Key facts:

For the past few years, as you may well know, the Christmas lights in Cirencester have been turned on by a well-known celebrity.

- The lights and Christmas tree remain in the market place between circa 1st December and 6th January
- 8,000 – 10,000 people attend the ‘switch on’, we have had 14,000
- Circa 77,000 visitors to church over 17 days up to Christmas (2012)

- 2000 visitors to Town Council Local Information Centre (July 2014)

- We have had, amongst others, Melinda Messenger, Elizabeth Hurley, Pam Ayres, Dom Joly, Keith Chegwin, Nigel Havers, Lisa Maxwell and Ben Miller do the honours in previous years.

We'll be announcing this year's celebrities in October.



## The money...

Total Cost = around £17,000

We are aiming to raise £5,000 from the business community.



# WHAT'S ON OFFER?



## Packages

x1 Headline Sponsor **SOLD**

x2 Main Sponsors

Ad hoc opportunities



## Headline opportunity

- Dominant position on stage banner
- VIP reception with celebrity before light switch on – bring 3 other people
- Place on stage with dignitaries
- Mention by compere and celebrity
- Mention in print media
- Mention on broadcast media
- 1/2 page advert in program (2500)
- Main Logo on front of program
- Logo on Posters
- Logo under x4 cross street displays

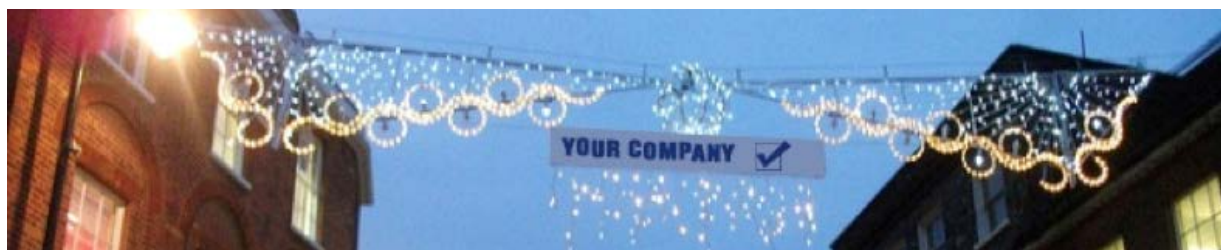
**SOLD**

Investment = £3000

## Main opportunity

- 1/3 position on stage banner
- VIP reception with celebrity before light switch on – bring 1 other person
- Mention by compere and possibly celebrity
- Possible mention in print media
- Possible mention on broadcast media
- 1/4 page advert in magazine (3000)
- Logo on front of magazine
- Logo on Posters
- 1/2 Logo under x 3 cross street displays

Investment = £750





# So what?

## Value for money - comparison to other media

A 5cm x 5cm ad' in a local paper will cost £262 for a month

A quarter page ad in a Gloucestershire or Cotswold wide magazine will cost £360 (if you book for 3 months)

An online advert on a regional site for a month will cost £400

**TOTAL = £1022.00**

**Of course the geographic spread is wider - but the share of voice is much narrower.**

## How you can help

If you are a brand that values community engagement, is interested in highly focussed, good value promotion to Cirencester people, please get in touch.

If you are not interested but know a business who does target this demographic please let them know.

## Christmas magazine advert rates

### Back Page

£275 full page

£150 half page

£80 quarter page

### Interior

£200 full page

£125 half page

£60 quarter page

£35 eighth page



**DEADLINE - 1ST NOVEMBER**

**To discuss opportunities call or email**

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