



# Cirencester Advent Festival

**BUSINESS PROMOTION OPPORTUNITIES**

---

**CIRENCESTER TOWN COUNCIL**

**CIRENCESTER TOWN COUNCIL**

Bingham House,  
1 Dyer Street,  
Cirencester,  
Gloucestershire, GL7 2PP

**CONTACT**

P : 01285 655646  
E : [info@cirencester.gov.uk](mailto:info@cirencester.gov.uk)

**WEBSITE**

[christmasincirencester.org.uk](http://christmasincirencester.org.uk)  
[cirencester.gov.uk](http://cirencester.gov.uk)



**cirencester**  
· town council ·

# Cirencester's biggest annual event.

*For the past few years the Christmas lights in Cirencester have been turned on by a well-known celebrity. We have had, amongst others, Melinda Messenger, Elizabeth Hurley, Pam Ayres, Dom Joly, Keith Chegwin, Nigel Havers, Lisa Maxwell, Ben Miller, and Daisy and Charlie Cooper.*

- The lights and Christmas tree remain in the market place between circa 1st December and 6th January.
- Between 8,000 and 10,000 people attend the 'switch on', and we have had 14,000!
- In 2012, 77,000 people visited the church in the 17 days running up to Christmas.
- The opportunities for brand exposure to a local audience are unparalleled.

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



# Opportunities

---

EVENT SPONSORSHIP

---

MAGAZINE ADVERTISING

---

CHRISTMAS BAUBLE

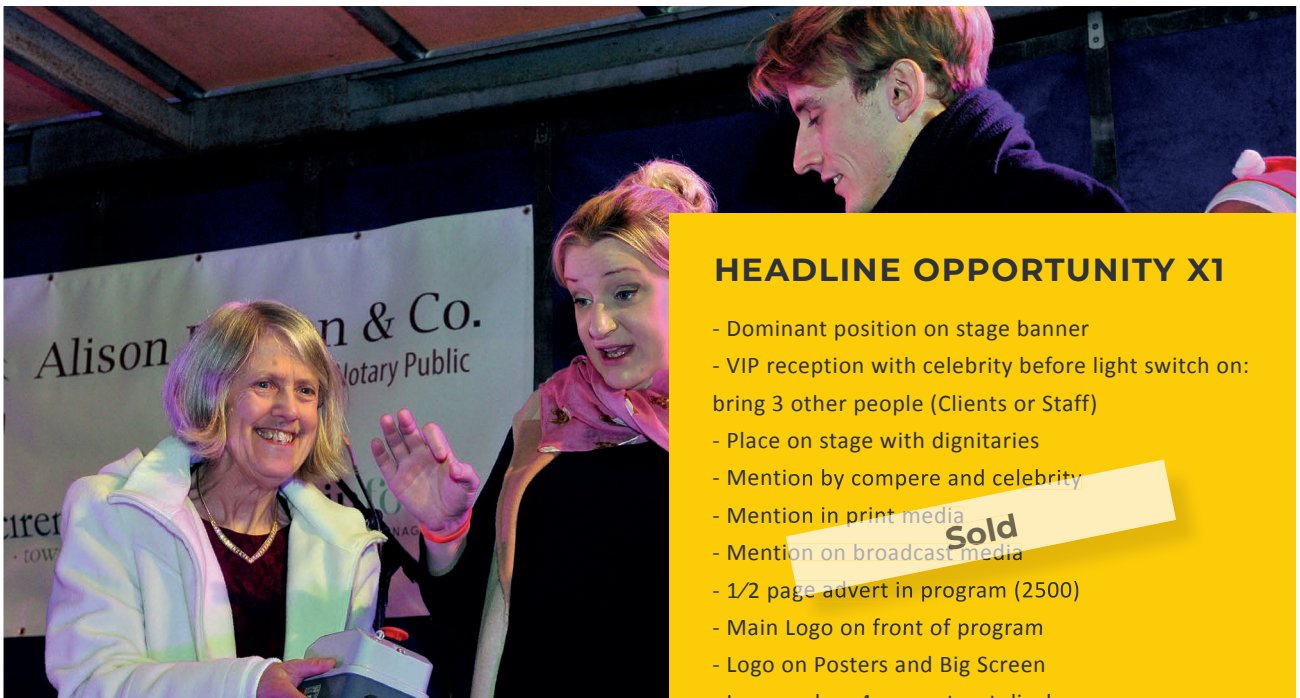
---

VOLUNTEERING



# Event Sponsorship

*We have a number of packages to suit various budgets - if you would like to propose a bespoke package, please get in touch.*



**We care passionately that supporters get the exposure they deserve.**

We pride ourselves on ensuring you get the exposure and thanks for supporting your community.

You will get a deal that is highly competitive, has a long shelf life and exposes your brand to more local people than any other event in Cirencester.

We produce a magazine and will have a giant screen in the market place to “share the love!”

## HEADLINE OPPORTUNITY X1

- Dominant position on stage banner
- VIP reception with celebrity before light switch on: bring 3 other people (Clients or Staff)
- 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 and Big Screen
- Logo under x4 cross street displays

**Investment - £3000**

## MAIN OPPORTUNITIES X3

- 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 (2500)
- Logo on front of magazine
- Logo on Posters and Big Screen
- 1/2 Logo under x 3 cross street displays

**Investment - £1000**

To get involved contact Becky: [becky@cirencester.gov.uk](mailto:becky@cirencester.gov.uk)

# Magazine Advertising

Each year we produce a Christmas in Cirencester magazine that is distributed to businesses and collection points throughout the area. And it works, one business told us how they made a booking worth several thousand pounds after a prospect saw their advert.

**ADVERTISING RATES**

**Back Page**  
 £275 - Full Page  
 £150 - Half Page  
 £80 - Quarter Page

**Inside**  
 £200 full page  
 £125 half page  
 £60 quarter page  
 £35 eighth page

**Copy Deadline Nov 1st**

## Baubles!

Promote your business this year on the Cirencester Christmas tree with a Wooden disc measuring 15cm with your business logo on both sides. Varnished so fully waterproof.

### What's needed?

A high quality jpeg/file with your businesses logo that can be sized to 15cm circle. Please note these need to be good quality as when increasing size a poor image may appear pixelated.

**LITTLE GEMS CIRENCESTER**

**SPONSOR A BAUBLE!**

£30 for 1  
 £100 for 4

To get involved contact Becky: becky@cirencester.gov.uk

## VOLUNTEERING

*The Advent Festival and switching on of the lights is run by a small team of volunteers who work all year planning this fantastic event.*

*We hope you are able to help us. We need at least 40 people to assist on the day, which this year is the 1st December.*

### ROLES



- Marshal road closures
- Handing out programmes
- Litter picking
- Roaming marshals
- First aid
- Stage help
- Assisting market traders

We don't expect you to work all day, even just an hour or two would be greatly appreciated.

### SUPPORT



We'll make sure you are looked after. Hot drinks and snacks will be available and we'll let you know as soon as possible what your slots are so you can plan the rest of your day.

If you are a local organisation providing staff to assist, we'll ensure you get the acknowledgement you deserve for your corporate social responsibility.

If you would like to help, contact our volunteer coordinator Claire at [Claire.bloomer@cirencester.gov.uk](mailto:Claire.bloomer@cirencester.gov.uk)