



## **Brand Promotion Opportunities**

**Summer 2023**

**Brought to you by**



# Sponsorship and Advertising Opportunities

**We have some exciting opportunities for businesses across the district and beyond; to raise their profile, share brand and sales messages and to support some amazing community events.**

**We will be sharing opportunities as they arise but to start with, here are five high-profile events and activities taking place soon; each offering fabulous ways to partner with us and reach thousands of people across the district.**

**Check out the options currently available in the following pages and we have more opportunities that will be announced over the coming months.**

**Please note: all prices quoted are exclusive of vat and sponsorship is allocated on a first come-first paid basis for suitable organisations.**

**Lichfield**  
district council

Brought to you by



# Sponsorship and Advertising Opportunities

**Lichfield District Recycling Campaign**

**The Knife Angel Installation**

**The Beacon Awards - Business and Community**

**Hello Velo - Street Velodrome Events**

**Lichfield Proms 23**

**Make an Enquiry.**

*Lichfield*  
district council

Brought to you by



# Lichfield District Recycling Campaign Sponsorship

**Ken and Jane say**

**“We recycle everything we can to help our environment and to keep costs down for all of us”**

**TogetherWe #recycleforgood**

This is a *Lichfield* district council Together We're Better community campaign



# Lichfield District Recycling Campaign Sponsorship

We are excited to offer you a unique chance to raise the profile of your brand while supporting a current and vital cause that is important to millions of people across the UK.

By becoming a sponsor of the Lichfield District Recycling Campaign, you will have the opportunity to showcase your messages to thousands of residents and gain valuable exposure across multiple channels.

## Why Sponsor the Community Recycling Campaign?

**Extensive Reach:** Our regular e-bulletins are sent to nearly 30,000 engaged residents every month. By sponsoring our campaign, your messages will reach this opted-in audience, allowing you to effectively communicate with potential customers across the district.

**Social Media Exposure:** As a sponsor, your brand will be prominently featured on Lichfield District Council's social media platforms, which reach over 20,000 followers. This presents an excellent opportunity to extend your online presence, engage with a wider audience, and increase brand recognition.

**Mobile Advertising:** Imagine your brand's message displayed on the side of our waste trucks as they traverse the streets of Lichfield, Tamworth, Burntwood, and the surrounding communities every weekday. With thousands of people encountering these eye-catching displays, your sponsorship will deliver remarkable visibility and generate awareness for your brand.

**Credibility and Partnership:** Partnering with Lichfield District Council offers a unique chance to align your brand with a proactive, highly visible partner focused on improving the community. By supporting our recycling campaign, you showcase your commitment to environmental responsibility and sustainability, enhancing your brand's credibility in the eyes of consumers.



# Lichfield District Recycling Campaign Sponsorship

A Highly Visible Community Campaign

**Ken and Jane say**

**“We recycle everything we can to help our environment and to keep costs down for all of us”**

TogetherWe #recycleforgood



**Sian says**

**“I recycle because it helps to save the world”**

Sian K - a proud recycler from Lichfield

TogetherWe #recycleforgood

This is a **Lichfield** district council Together We're Better community campaign



As main sponsor your logo will be included on our highly visible, creative community campaign that uses the words of people from the district.

Peer support for recycling will be high and you could be associated with this important messaging that will be deployed across Lichfield District over the next 12 months.

# Lichfield District Recycling Campaign Sponsorship

## Benefits of Sponsorship

**Brand Exposure:** Gain widespread visibility among a diverse audience through e-bulletins, social media platforms, press engagement and waste truck advertising, ensuring your brand is seen by thousands of people across Lichfield District and beyond.

**Targeted Marketing:** Reach residents who are actively engaged in recycling and environmental initiatives, increasing the likelihood of brand affinity and customer conversion.

**Increased Brand Recognition:** By associating your brand with a community-focused campaign, you enhance brand recall and recognition among local residents.

**Positive Public Perception:** Demonstrate your corporate social responsibility by supporting a cause that directly benefits the community and the environment, thereby fostering a positive perception of your brand.

**Networking Opportunities:** Connect with like-minded businesses and individuals invested in sustainability, potentially leading to valuable collaborations and partnerships.

Join us in making a positive impact on the community and raising awareness about the importance of recycling. By becoming a sponsor of the Lichfield District Council's Recycling Community Campaign, you can maximize your brand exposure, engage with a passionate audience, and demonstrate your commitment to environmental responsibility.

# Lichfield District Recycling Campaign Sponsorship

## Sponsorship Opportunities

### Hero Brand Sponsor

Overall campaign sponsor - all campaign activity would be introduced as being "brought to you by.....INSERT YOUR BRAND NAME" and your logo and links for digital engagement will be included in all outgoing communications over the 12 months that the campaign will run for.

This includes being included in articles and bulletins within the resident newsletter reaching 30,000 opted in contacts and issued every month; your advert included three times a year in the Lichfield District Council business newsletter reaching nearly 1500 individuals; monthly presence in council-owned social posts including Facebook, Twitter, LinkedIn and Instagram reaching an audience of nearly 20,000 people plus invitations to join in community events and online engagements that are planned over the 12 months.

### Sponsorship Fee - £20,000

### Additional sponsorship and advertising opportunities

There are other opportunities for sponsorship and advert placement over the 12 months and we can discuss these with you and help to build a package that works for you and supports the campaign in the best way.

Get in touch by contacting [communications@lichfielddc.gov.uk](mailto:communications@lichfielddc.gov.uk) and a member of the communications partnerships team will be in touch to discuss the options with you.

Or you can call Communications and Marketing Director, Tracy Cross, directly on 01543 308822

### Terms:

**All prices are exclusive of VAT that will be added to the invoice.**

**Payment must be received before your package commences**

**Upon payment one of the team will be in touch to talk about next steps**



A sculpture of an angel, known as 'Knife Angel', is the central focus. The angel's body is composed of thousands of knives of various colors (black, silver, red, blue, green, yellow) and sizes, creating a dense, textured surface. The angel has a human-like face with a somber expression, and its wings are also made of knives, fanning out behind it. The angel is holding a small, brown teddy bear in its hands. The background is a solid blue color. In the top left corner, there are decorative curved lines in green, purple, and yellow.

**Knife Angel Installation  
Sponsorship  
July 2023**

# The Knife Angel - Lichfield

July 2023



Lichfield District Council is working in partnership with The British Ironworks Centre to bring the renowned Knife Angel sculpture to Lichfield during July 2023.

Created by sculptor Alfie Bradley in conjunction with the British Ironwork Centre, the Knife Angel has been created from 100,000 seized blades collected by 43 police constabularies.

The sculpture is multi-purpose, helping to educate communities about the negative impacts of knife crime whilst also acting as a poignant memorial to those who have lost their lives to knife crime.

During its visit, young people will be encouraged to sign up as Anti-Violence Ambassadors.

The Knife Angel will be located on in Lichfield city centre between Saturday 1 July and Monday 31 July 2023.

There will be an opening ceremony to welcome the angel and a torchlit ceremony will be held at the end of the month to signal the closing of the event.

# The Knife Angel - Lichfield

## Opportunities

### You could be the Hero Sponsor

- Logo and link in primary position on the event website
- Advertising banner in front of the installation
- Article and your web link on residents newsletters relating to the event - reaching circa 30k people
- Article and link on business bulletins relating to the event - sent to over 1400 local businesses
- Social media posts - 1 per week including your brand link, reaching around 20k people
- Page inclusion in the digital brochure sent out to thousands of businesses and individuals across the region
- Page inclusion in the City Life magazine in support of the Knife Angel event
- Page inclusion in the Lichfield Advertiser magazine in support of the Knife Angel event

**All of this for only £4k exc vat**



# The Knife Angel - Lichfield

## Opportunities

### **Associate Sponsors x 2** **£1500 exc vat**

These are fantastic opportunities to raise your business profile and includes:

- Your logo and link to your website on the event website
- Advertising banner immediately adjacent to the installations
- Your weblink on residents newsletters relating to the event - send to over 30k people across the district
- Your weblink on business bulletins relating to the event - send to over 1400 businesses across the district
- 1 social post per week including your weblink - reaching nearly 20k people

### **Banner advertisement around the installation** **£250 exc vat**

Only 20 available - 2m x 1m banner in full colour

### **Full page advert in the digital brochure** **£75 exc vat**

Distributed to all contacts - over 50k people

### **Bin sponsor** **£50 exc vat**

Only 20 available - 2m x 1m banner in full colour

### **Poetry Competition Sponsorship** **£1000 per category**

Three available - Under 10s, Under 18s and Adult



**The Beacon Awards 2023  
Sponsorship & Advertising**

**May - October 2023**



# The Beacon Awards 2023

## Sponsorship & Advertising

### **Be a Part of Something Extraordinary!**

We invite you to join us as a proud sponsor of the Lichfield District Council Beacon Awards 2023, an exciting and prestigious event celebrating the outstanding achievements of businesses and community heroes across our district. As a sponsor, you'll have the opportunity to raise the profile of your brand, establish a partnership with a respected district council, and share your message with thousands of people who appreciate and support the remarkable work happening in our community.

### **Maximize Your Reach**

By becoming a sponsor, your brand will gain extensive exposure across multiple platforms, ensuring maximum visibility and engagement with our diverse audience. Your sponsorship messages will be prominently featured in our regular e-bulletins, reaching nearly 30,000 residents who are eager to stay informed about local events and initiatives. Additionally, our business newsletter, which is distributed to nearly 1,500 companies across Lichfield District, will showcase your brand to a professional audience of potential customers and partners.

### **Unleash the Power of Social Media**

As a sponsor, you'll benefit from the extensive reach of Lichfield District Council's social media platforms, which have a combined audience of over 20,000 people. Your brand will be showcased to a wide range of individuals, including residents, businesses, and community organisations. This influential online presence will help you connect with potential customers, generate brand awareness, and expand your network.

### **Prominent Exposure on High-Traffic Websites**

Your sponsorship will be prominently displayed on both the Lichfield District Council website and the dedicated Beacon Awards website, both of which receive thousands of visits each week. This strategic placement ensures that your brand will be seen by a large and diverse online audience, creating opportunities for increased recognition, customer engagement, and positive brand association.

Celebrating the very best businesses  
and our amazing community heroes  
from across Lichfield District.



## The Beacon Awards 2023 Sponsorship & Advertising

### Benefits of Sponsorship and Advertising

**Enhanced Brand Visibility:** Your brand will receive widespread exposure across various channels, significantly increasing brand recognition and recall among your target audience.

**Credibility and Trust:** By partnering with Lichfield District Council, you'll gain the credibility and trust associated with working alongside a respected governmental body. This partnership will enhance your brand's reputation and foster positive perceptions among consumers and fellow businesses.

**Amplified Message Delivery:** Leverage our extensive reach to share your messages, promotions, and offerings with thousands of engaged individuals who are passionate about our community. This targeted exposure ensures that your marketing efforts reach the right people at the right time.

**Networking and Collaboration Opportunities:** Connect with other like-minded businesses, community leaders, and influential individuals during the Beacon Awards event, fostering valuable relationships that can lead to future partnerships, collaborations, and business opportunities.

**Community Engagement:** Demonstrate your commitment to the local community and showcase your brand's dedication to supporting businesses and individuals making a positive impact. Aligning with the Beacon Awards allows you to connect with the hearts and minds of residents, generating goodwill and loyalty towards your brand.

**Don't miss this exceptional opportunity to elevate your brand,** showcase your commitment to community excellence, and reach thousands of engaged individuals. By becoming a sponsor of the Lichfield District Council Beacon Awards 2023, you'll enjoy unparalleled exposure and valuable connections that can help drive your business forward. Contact us today to discuss the sponsorship packages available and secure your place in this remarkable event. Together, let's celebrate the extraordinary achievements of our community heroes and businesses, and create a lasting impact in the Lichfield District.

# The Beacon Awards 2023

## Business Awards

Start Up Business of the Year

Independent Business of the Year

Customer Service Award

Tourism and Hospitality Business of the Year

Apprentice / Young Business Person of the Year

Employer of the Year

Large Business of the Year

Small Business of the Year

Best Sustainable Business

Entrepreneur of the Year

## Community Awards

Lichfield Shining Light - District Legacy Award

Community Hero

Charity of Social Enterprise of the Year

The awards will be presented at a glamorous black tie event at the National Memorial Arboretum on Thursday 12 October 2023.

You can find out more by visiting the dedicated website [beaconawards.co.uk](https://beaconawards.co.uk)



# The Beacon Awards Sponsorship

## Sponsorship Opportunities

### Hero Brand Sponsor - The Lighthouse Package

As the Main Sponsor of the Beacon Awards, you will be the guiding light illuminating local businesses.

You will enjoy a full page and links to your website on the Beacon Awards website and be featured on the Lichfield District Council website. Social media will be set ablaze with a post every month on the LDC platform. Elsewhere, you can expect to have articles about your business in the resident and business newsletters reaching around 35,000 people across the district and included in all campaign communications over the next three months. Your package also includes a table for ten guests at the glittering awards ceremony in October and a full page inside cover in the winners' brochure.

**Sponsorship Fee - only £3k**

### Award Category Sponsor - The Lantern Package

Throwing a spotlight on the category of your choice as a Category Sponsor, you will be one of the brightest parts of the Beacon Awards. With just one sponsor per category, you will be an integral part of the ceremony and everything that surrounds it. You can expect your advert to feature in the monthly resident newsletter about the awards until October, reaching nearly 30,000 residents, and appear on both the Lichfield District Council and Beacon Awards website. Your own page in the winners' brochure will give you a chance to sparkle! At the ceremony, you will get two seats and get to judge and present an award, along with your fellow business community members.

**Sponsorship Fee - only £750 per award category**

# The Beacon Awards Sponsorship

## Sponsorship Opportunities

### The Candle Package - Associate Category Sponsor

Be a light for the Beacon Awards when you take your place as an Associate Category Sponsor. You will be helping to champion a category that aligns with your business mission that means the most to you. Your advert will be included in the resident e-newsletter reaching over 30,000 residents plus you will have a social post featuring you and your services to all followers of Lichfield District Council (around 20,000 people) and an advertisement in the winners' brochure. And with two seats at the glittering awards ceremony itself, your support will make this an awards season to remember.

**Sponsorship Fee - only £250 per award category**

### The Kindling Advertising Package

All it takes is a few embers to keep the flames burning. Take one of these 75 prime advertising spots. For just £50, your business will enjoy advertising on the Beacon Awards homepage for one month. This website is sure to be a hub of activity and excitement during this inaugural awards season. Expect a wildfire!

**Advert on the Beacon Awards Website - £50**

#### Terms:

**All prices are exclusive of VAT that will be added to the invoice.**

**Payment must be received before your package commences**

**Upon payment one of the team will be in touch to talk about next steps**



# hello velo

## Sponsorship and Advertising Opportunities

in partnership with

*Lichfield*  
district council



Cocker Hoop  
Creative  
Conferencing Media Design  
Eventing Production

**STREETVELODROME**



→ 13

→ 13 A

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE



→ 13

→ 13 A

FILM NEGATIVE

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE



## What is Hello Velo?

We are bringing the world's most accessible live cycle sport event to Lichfield and Burntwood on 24 & 25 June 2023.

It is a unique, entirely free to participate event for people of all ages to get involved and brings the drama and theatre of track cycling into the heart of our communities.

A giant Street velodrome will be erected on Saturday 24 June 2023 in - Bird Street Car Park, Lichfield and on Sunday 25 June 2023 - at Burntwood Leisure Centre 11am - 4pm on both days.

Complementing the velodrome and the excitement of races for all ages, will be a variety of entertainment and food and refreshments so it is an event for families, cyclists, enthusiasts and everyone is welcome to come along and have fun.

# STREETVELODROME





## **What is in it for you and your business?**

**We have some fantastic sponsorship and advertising opportunities to support the event and you can be involved.**

**We have a four week campaign running ahead of the event and for the week after when we will talk about the legacy of Hello Velo and the impact it can have in the future.**

We will be sharing the message across all of our council platforms including sharing to our resident database of nearly 30,000 email addresses, across our social platforms to nearly 20,000 local people in addition to press and out of home advertising.

Your message can be seen by thousands of people and the advertising opportunities are brought to you in partnership with Lichfield District Council.

**Our campaign starts soon and we would love you to be part of it with us. Look over the pages to see the options available.**





## The Opportunities to Raise Your Profile

### Hero sponsor - campaign partner

Including half an hour exclusive use of the velodrome

Logo and link in primed position at installation site in the centre of the
Advertising banner in front of the installation
Flags x 2 in the velodrome
Prime logo spot on website and in social posts
Article and web link on resident newsletters relating to the event – sent to over 30k people across the district
Article and link on business bulletins relating to the event – sent to over 1400 local businesses
Social media posts – 1 per week leading up to the event – reaching nearly 20k people
Full Page inclusion in the digital brochure
Page inclusion in City Life magazine in support of the Hello Velo event

**£6000** exc vat  
1 available

### Daytime Prime Sponsor - Lichfield and / or Burntwood

Logo and link in primary position at installation site and on the event website
Advertising banner in front of the installation
Flags x 2 in the velodrome
Article and web link on resident newsletters relating to the event – sent to over 30k people across the district
Article and link on business bulletins relating to the event – sent to over 1400 local businesses
Social media posts – 1 per week leading up to the event – reaching nearly 20k people
Full Page inclusion in the digital brochure
Page inclusion in City Life magazine in support of the Hello Velo event

**£4000** exc vat  
2 available



## The Opportunities to Raise Your Profile

### Associate Key Event Sponsor

This option means you are the key sponsor on one of the days of the hero awards:  
**Fastest Adult and Fastest Child Under 12.**

Logo and link on website	
Advertising banner near to the site – immediate vicinity	
Web link on resident newsletters relating to the event – sent to over 30k people across the district	<b>£1500</b> <i>exc vat</i>
Web link on business bulletins relating to the event – sent to over 1400 local businesses	<i>4 available</i>
Social media posts – 1 per week leading up to the event – reaching nearly 20k people	
Page inclusion in the digital brochure	
Trophies and certificates	

**Corporate / Club Exclusive Use - 30 minutes** **£1000** *exc vat*  
*2 available*

**Race / competitions sponsor in your name** **£150** *exc vat*

**Banner Advertisement around the velodrome** **£250** *exc vat*

**Advertising page in the digital brochure** **£95** *exc vat*

**Bin Sponsor** **£50** *exc vat*

**First Aid sponsorship** **£3000** *exc vat*



## How to get involved

If you are interested in being part of this unique, amazing event and getting your business messages in front of thousands of people this summer, then get in touch.

Contact us on [communications@lichfielddc.gov.uk](mailto:communications@lichfielddc.gov.uk) or call Tracy Cross on 01543 308822 or complete [this short form](#) and one of the team will be in touch.







**Lichfield Proms 2023**  
**Sponsorship & Advertising**

May - September 2023



# LICHFIELD PROMS IN BEACON PARK 2023

**Lichfield Proms is the highlight of the district's social calendar. It takes place on the first Saturday in September every year and attracts up to 10,000 people from across the region.**

This much loved free concert takes place in Beacon Park, and features a prominent symphony orchestra, local musicians and singers. The evening is brought to a close with fireworks to the traditional sounds of Land of Hope and Glory.

Food and drink stalls provide a range of quality produce, ranging from pancakes, to jacket potatoes and wine.

Two twenty-foot screens, either side of the stage promote sponsors and messages during the evening.



**Lichfield Proms is only possible due to the kind generosity of businesses sponsoring and advertisers.**

**It is a great way to promote your business to thousands of local people and visitors. Our social media platforms reach around 20k people and our digital newsletters are sent out to nearly 30k residents and 1500 businesses.**

**So turn the page and find out more about how to get involved and be part of this amazing evening whilst sharing your brand message to thousands of people**



## Lichfield Proms in the Park Sponsorship Sponsorship Opportunities

### Bronze - £250 exc vat

- Table for 6 in the VIP seating area
- 2 VIP parking passes
- Editorial in programme (footer style)
- Info and web link
- Be part of the Proms supporter press release and photoshoot
- Complimentary programmes
- Compere announcements on the evening

### Silver - £500 exc vat

- Table for 12 in the VIP seating area
- 3 VIP parking passes
- Logo on flyers and posters
- Quarter page advert or editorial within programme
- 1 large screen slide on the evening
- Info and web link
- Be part of the Proms supporter press release and photoshoot
- Complimentary programmes
- Compere announcements on the evening

### Gold - £1000 vat

- Table for 18 in the VIP seating area
- 5 VIP parking passes
- Logo on flyers and posters
- Half page advert or editorial within programme
- 2 large screen slides on the evening
- Info and web link
- Be part of the Proms supporter press release and photoshoot
- Complimentary programmes
- Compere announcements on the evening



## Lichfield Proms in the Park Sponsorship Sponsorship Opportunities

### Platinum - £2000 exc vat

- Table for 24 in the VIP seating area
- 8 VIP parking passes
- VIP area, main sponsor promotion (branded)
- Company logo in prime space on flyers and posters
- Full page advert or editorial within programme
- 3 large screen slides on the evening
- Info and web link
- Be part of the Proms supporter press release and photoshoot plus an individual release to announce key sponsor
- Complimentary programmes
- Compere announcements on the evening
- Press release and social media announcement of support to about 20k followers

### Gazebo Area - £200 exc vat

- Press release and social media announcement of support to about 20k followers
- Company logo on booking material
- 1 prime gazebo pitch
- Branded zone, promoting support

### Deckchair Area - £200 exc vat

- Press release and social media announcement of support to about 20k followers
- Company logo on booking material
- 4 complimentary deckchair tickets
- Branded zone, promoting support

# LICHFIELD PROMS

IN BEACON PARK  
2023



Promote your business locally  
Advertise in our Lichfield Proms programme from  
just £100. Our A5 proms glossy programme is full colour  
and sold for only £1 during this fantastic event.

	Size	Price
Quarter page	67 x 98mm	£100
Half page	138 x 98mm	£200
Full page	148 x 210mm	£300
Inside back cover	148 x 210mm	£350
Back cover	148 x 210mm	£550


To find out more about advertising opportunities or  
corporate sponsorship, please get in touch.

Contact the team on 01543 308029 or email [proms@lichfielddc.gov.uk](mailto:proms@lichfielddc.gov.uk) or fill in this [short enquiry form](#) and one of the team will be in touch.

[www.lichfielddc.gov.uk/lichfieldproms](http://www.lichfielddc.gov.uk/lichfieldproms)

**If you are interested in any of these opportunities you can complete this form and one of the team will be in touch with you as soon as possible.**

**We look forward to talking with you.**



### Sponsorship & Advertising Enquiries

If you are interested in sponsoring any of our sponsorship or advertising opportunities, please fill in this form and one of the team will get back to you as soon as possible.

Full Name

Your Email Address

Your Business or Organisation Name

Which sponsorship or advertising package(s) are you interested in?

Date