



Sponsorship and Advertising Opportunities

in partnership with



brought to you by **STREETVELODROME**

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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	£1500 exc vat
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 or call Tracy Cross on 01543 308822 or complete [this short form](#) and one of the team will be in touch.

