



*Lichfield*  
district council

**Brand Promotion Opportunities**  
Summer 2023

Brought to you by



# 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 vat500 exc 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 complete this [short form](#) and one of  
the team will be in touch.

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