

Lichfield
district council

Brand Promotion Opportunities

2023 / 2024




Sian says

“I recycle because it helps
to save the world”

Sian K - a proud recycler from Lichfield

TogetherWe #recycleforgood



This is a  **Together We're Better** community campaign

TogetherWe #recycleforgood campaign

Brought to you by

LWMTS

Lichfield West Midlands Traded Services Limited

together stronger

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 on our website but this is a fantastic campaign to be associated with.

Check out the options currently available in the following pages and get in touch if you are interested in discussing any of them with us.

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



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”

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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 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

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.

Or you can call us on 01543 308822 or email communications@lichfielddc.gov.uk

We look forward to talking with you.



Lichfield
district council

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