

Festive

SPONSORSHIP

OPPORTUNITIES

Supporting your town this Christmas



2017 **Barnstaple**

XMAS
SWITCH-ON

~ All shiny & bright! ~

CHRISTMAS IN BARNSTAPLE

is always an exciting time with footfall numbers at their highest. The Christmas Light Switch-on event alone attracts over 10,000 people making it the largest free community event in North Devon.

This year, whilst still having a fantastic switch-on event, we are going to extend the festivities to the whole of December and focus on community engagement and involvement – offering something for everyone.

Supporting our campaign is an amazing opportunity not only to help us celebrate our town but also a fantastic marketing / advertising opportunity.



OPPORTUNITY B (FIVE AVAILABLE)

MAIN SPONSOR

What you get.

- Half page advert in the festival programme – with a distribution of over 30,000
- Banner on the Switch-on stage (2100 x 1200mm)
- Use of high street promotional space*
- Promotion via our social media platforms with a potential catchment audience of up to 150,000
- Logo and editorial in local press in run up to events
- Website promotion on barnstaple.co.uk
- Use of high street promotional space*
- Recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £2500

*To be booked in advance and subject to availability. Usual cost £200.

OPPORTUNITY A (ONE AVAILABLE)

HEADLINE SPONSOR

What you get.

- Back page advert in the festival programme – with a distribution of over 30,000
- Banner on the Switch-on stage (2100 x 1200mm)
- Use of high street promotional space*
- Promotion via our social media platforms with a potential catchment audience of up to 150,000
- Logo and editorial in local press in run up to events
- Website promotion on barnstaple.co.uk
- Use of high street promotional space*
- Headline recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £3000



OPPORTUNITY C (SIX AVAILABLE)

XMAS SPONSOR

What you get.

- Colour advert in the festival programme – with a distribution of over 30,000
- Banner on the crowd barriers at Switch-on event (3000 x 1500)
- Promotion via our social media platforms with a potential catchment audience of up to 150,000
- Logo and editorial in local press in run up to events
- Website promotion on barnstaple.co.uk
- Recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £1000

OPPORTUNITY D (FIVE+ AVAILABLE)

XMAS SPONSOR Level 1

What you get.

- Logo in the festival programme – with a distribution of over 30,000
- Promotion via our social media platforms with a potential catchment audience of up to 150,000
- Logo and editorial in local press in run up to events and in their Christmas guides
- Website promotion on barnstaple.co.uk
- Recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £500

OPPORTUNITY E

XMAS SPONSOR Level 2

What you get.

- Promotion via our social media platforms with a potential catchment audience of up to 150,000
- Recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £100

OPPORTUNITY F

XMAS SPONSOR Level 3

What you get.

- Recognition on the 'Christmas Roll of Honour' displayed prominently in the town centre and in the media
- Window sticker 'We are supporting Christmas in Barnstaple'

Cost: £50



We are also planning on running The Big Barnstaple Christmas Raffle.

Tickets will be sold during October and November and the winner drawn live at the Switch-on event on Sunday 20th November.

Any business donating a prize will get full recognition in all press & social media coverage.

If we receive a large number of donated prizes we may consider running an advent style draw throughout December.

CONTACT US

Let's discuss the best package for you.

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Merry Christmas to you all!