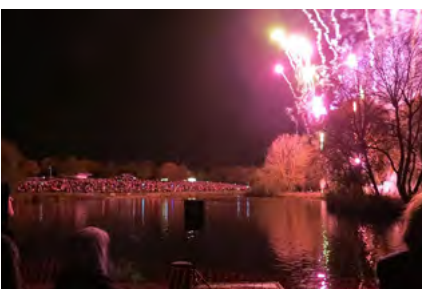




Event Sponsorship 2023

“The heart of a town lies in its people”



Why sponsor an event in Stevenage?

Stevenage boasts a strong economy and has been ranked as the second-best place in the UK to start a business outside of London¹. Stevenage is home to many large corporations such as GlaxoSmithKline, Airbus, MBDA, Fujitsu, IET and is gaining an ever-growing reputation as a centre of excellence for life sciences, biotechnology and pharmaceuticals. Stevenage is also home to dedicated retail and leisure sites, as well as an indoor market and busy old town, which attracts not only Stevenage residents, but many visitors from surrounding areas.

Stevenage is in the prime commuter belt, ideally located just 30 miles north of London it has fantastic train links to London, the north and Scotland, along with excellent road links via A1(M) and M25. It's perfectly located for Luton, Stansted and Heathrow airports as well as the University of Hertfordshire.

The town is home to many thriving communities who embrace the rich history and beautiful surroundings. An exciting £1bn regeneration programme is underway providing Stevenage with even more eye-catching architecture and attractions.

Key Facts:

Residents/Population:

88,100 (2020 ONS Estimates)

Households:

34,898 (2011 Census)

Footfall:

33,000 on average per week across the town centre. A commuter town, with high earning professionals visiting daily.

Business in Stevenage:

3,225 enterprises and 3,890 local units (Inter Departmental Business Register, ONS 2020)

Investment in regeneration, infrastructure and business:

£1 billion investment in Stevenage

Sources: 1) research from Tide, showing the British Entrepreneurial Index.

Our event sponsorship programme:

Stevenage Borough Council has been organising community events for over 25 years. Our annual events programme offers diverse activities, from hosting one off international cycling races with the Tour Series televised on Channel 5, to hosting our annual fireworks display at Fairlands Valley Park (25,000 attendees) and our large town event Stevenage Day attracts over 30,000 local people.

We also host a range of events in Stevenage town centre, including: our annual Armed Forces Day, Christmas lights switch-on, and International Day celebrating the local culture and heritage. In addition, we host several family focused activities and workshops in the town square, event island and indoor market providing regular entertainment for everyone to enjoy whilst visiting the town. Over 70,000 people attend Stevenage Borough Council events annually and we reach many people through our popular @ **lovestevenage**tc Instagram, Facebook, Twitter and TikTok. Events are promoted via the Loyalfree app, as well as through council publications, digital campaigns and social media accounts.

Benefits of event sponsorship with Stevenage:

- **Unique advertising opportunities** prominently positioned to reach and speak directly with your target customer base.
- **Enhance your company's role** in social responsibility and increase community recognition whilst helping to shape and grow community events.
- **Build your reputation** in the town, increasing your visibility and attracting new customers and sales opportunities.
- **Strengthen customer relationships** through public interaction and on-site activities which will make the community more involved with your brand.
- **Create a network** by engaging with other businesses present at the events which will aid in securing new business partnerships.
- **Transparent prices** which are flexible and fully inclusive of all costs of sponsoring the event.
- **Strong quality assurance** processes ensure high quality of service provided with ease of use in mind.
- **Additional bespoke services** specific to your business can be provided.
- **Sponsorship for all of our events can be tailored, and package sponsorship deals are available across all events.** Please contact the team for information and guidance.

Contact details:

Robbie Bratchell - Corporate Events Officer

- ✉ **Email:** Robbie.Bratchell@stevenage.gov.uk
- ☎ **Telephone:** 01438 242868
- 📱 **Mobile:** 07702 916864

Town Centre & Markets team

- ✉ **Email:** tcm@stevenage.gov.uk
- ☎ **Telephone:** 01438 242184
- 📱 **Mobile:** 07702 916907

Event Island

- ✉ **Email:** EventIsland@stevenage.gov.uk
- ☎ **Telephone:** 01438 242242



Stevenage Day

Every June, Stevenage comes together to celebrate the town at the King George V Playing Field. Stevenage Day event highlights include a main show arena, electric and acoustic sound stages, children's rides, activities and shows. There are also charity stallholders, a licensed bar and several food vendors with a selection of international cuisine on sale at the event.

Performances take place throughout the day across our two music stages and main arena from many different performers across the Stevenage community and beyond. Rides, catering units and the bus bar are available throughout the day visitors to enjoy.

Stevenage Day is the biggest event of the year with an estimated figure of over 30,000 people attending and over 200 stall holders on the day. Your sponsorship enables the community to attend an event which celebrates Stevenage as a town and as a community. The event enables over 50 local charities the opportunity to continue their amazing work. Your sponsorship supports the local community and your branches given that Stevenage Day is family focused.



Date: Sunday 11 June 2023

Location: King George V Playing Field,
Sish Lane, Stevenage, SG1 3LS

Attendance: 30,000+





Headline Sponsor	Supporting Sponsors
Starting from £3,000	Starting from £750
Naming rights of the event e.g Stevenage Day Sponsored by 'your company name'	Logo on marketing materials that the council produce (1,000 programmes)
Logo on marketing materials - 1,000 Stevenage Day event programmes	1 page advertisement in the programme
1 page advertisement in the programme	Recognition as sponsor on the Stevenage Borough Council website including name and website address.
Logo with onsite banner around the main arena and 1-2 park entrances	Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+)
Central marquee or stand to promote service/product	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Recognition as lead sponsor on the Stevenage Borough Council website including name and website address.	Name, logo and link (where applicable) on all press releases
Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers)	
Key Sponsorship PA announcements throughout the event.	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	


For organisations looking to purchase a 1-page advertisement in the programme only, this can be purchased for £150 (limited availability)

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

 **Telephone:** 01438 242868

 **Mobile:** 07702 916864



Armed Forces Day

Stevenage Borough Council is signed up to the Armed Forces Covenant and we are proud to be part of the annual celebration of Armed Forces Day. We work with key charities such as Royal British Legion, Soldiers, Sailors, Airmen and Families Association (SSAFA), Royal Naval Association, Army cadets and more. This event brings the community together and raises valuable money for these charities.

Your sponsorship could enable additional attractions as part of the show, increasing attendance and footfall, and in turn, allow participating charities to raise more money for important charitable work with our armed forces. This event attracts retired veterans and family members who have loved ones as veterans. By putting your name to this event, you are showing your support for our armed forces.

Date: Saturday 24 June 2023

Location: Town Square, Indoor Market and march throughout the town centre, Stevenage, SG1 1BP

Attendance: 1,000+






Headline Sponsor	Supporting Sponsors
Starting from £1,500	Starting from £500
Naming rights of the event e.g Armed Forces Day Sponsored by 'your company name'	Branding on print / online adverts
Mention in any Media Local Press promotion	Inclusion on social media channels
Logo on town centre event banner	Recognition as sponsor on the Stevenage Borough Council and Stevenage Town Centre websites including name and website address.
Stand to promote service/product	Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre Social Media accounts
Branding on print / online adverts	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Inclusion on social media channels	Name, logo and link (where applicable) on all press releases
Recognition as lead sponsor on the Stevenage Borough Council and Stevenage Town Centre websites including name and website address.	
Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre Social Media accounts	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	

Contact details:

Town Centre & Markets Team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907



Stevenage International Day

Stevenage International Day is in its fifth year. This popular and lively event celebrates music, arts, fashion and food from different cultures, bringing people of all different backgrounds together. It features belly dancing, Asian drummers, Irish dancers, street dancers and more. No matter how old or young, visitors always enjoy this lively event.

There are fantastic opportunities to support this event. Working with local community groups, our aim is to focus on a wider variety of cultural displays and provide opportunities for understanding and interaction during these events. We welcome sponsorship from organisations that would like to specifically help to develop the event with us – please state your interest when getting in touch.

If you are passionate about promoting the vibrancy and richness within our different cultures, then we'd love you on board. Your sponsorship could enable us to attract a variety of stall holders (whether that be foods, handmade items, dance, music, fashion) to enrich and educate visitors from within the same or different cultures.

Date: Saturday 14 October 2023

Location: Town Square,
Stevenage, SG1 1BP

Attendance: 1,000+






Headline Sponsor	Supporting Sponsors
Starting from £1,000	Starting from £250
Naming rights of the event e.g. Stevenage International Day Sponsored by 'your company name'	Branding on print / online adverts
Mention in any media/ local Press promotion	Inclusion on social media channels
Logo on town centre event banner	Recognition as sponsor on the Stevenage Borough Council and Stevenage town centre websites including name and website address.
Stand to promote service/product	Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre Social Media accounts
Key Sponsorship PA announcements throughout the event.	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Branding on print / online adverts	Name, logo and link (where applicable) on all press releases
Inclusion on Social media channels	
Recognition as lead sponsor on the Stevenage Borough Council and Stevenage Town Centre websites including name and website address.	
Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre Social Media accounts	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	

Contact details:

Town Centre & Markets Team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907



Pride of Stevenage Awards

Every year Stevenage Borough Council is proud to celebrate local heroes in Stevenage and the great things they do for our community. These unsung heroes are the driving force behind what makes our community stronger whilst actively promoting inclusivity, diversity and fairness within Stevenage.

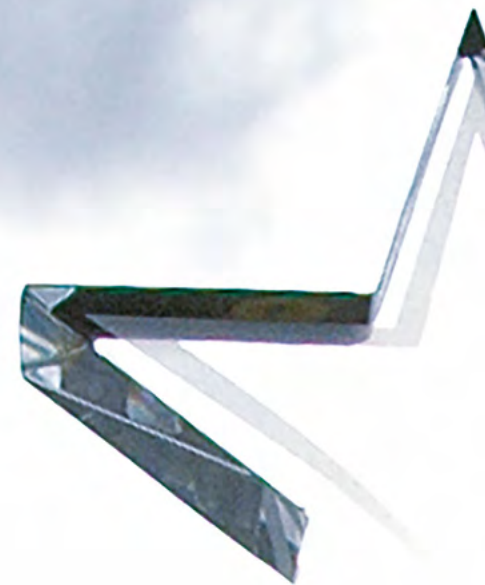
2023 marks the 15th year of the awards where the council has championed some of these efforts. We are pleased to continue the tradition of recognising local people and organisations who give their time and energy to make life better for those around them, reflecting the cooperative spirit of our town.

This event gives your business a unique opportunity to support the tradition of recognising local people and organisations who give their time and energy to make life better for those around them, reflecting the cooperative spirit of our town. Putting your name to this event or a certain award category shows your business supports the local community. The awards are featured in local press too, and talked about on SG1 radio.

Date: Saturday 28 October 2023

Location: Gordon Craig Theatre,
Stevenage SG1 1LZ

Attendance: 200+






Headline Sponsor	Supporting Sponsors (per award)
Starting from £1,500	Starting from £500
Naming rights of the event e.g Pride of Stevenage Awards Sponsored by 'your company name'	Logo on marketing materials that the Council produce (500 programmes)
Logo on marketing materials that the Council produce (500 programmes)	Page advertisement in the programme
Page advertisement in the programme	Be part of the judging panel
Be part of the judging panel	Recognition as sponsor on the Stevenage Borough Council website including name and website address.
Central marquee or stand to promote service/product to event guests	Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers)
Recognition as lead sponsor on the Stevenage Borough Council website including name and website address.	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+ followers)	Name, logo and link (where applicable) on all press releases
Recognition of key sponsorship at the event.	Photos to promote the sponsorship following the event.
Right to use event name and logo in conjunction with sponsorship in all advertising before event	5 tickets to attend the event
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	Opportunity to present award to winner
Photos to promote the sponsorship following the event.	
5 tickets to attend the event	
Opportunity to present award to winner	

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

 **Telephone:** 01438 242868

 **Mobile:** 07702 916864



Stevenage Fireworks Display

Stevenage fireworks display is run and funded by Stevenage Borough Council. It is a free event with members of the public enjoying the variety of hot food and refreshments vendors to keep themselves warm on a cold winters evening.

We operate the show via a Fire one system where music is programmed into the system allowing the fireworks to be set off automatically without people having to fire them. Given the nature of the event and the experience of previous years, it is expected that over 25,000 people from all ages will attend.

The display is supported by the emergency services as the event significantly reduces the number of private displays and mitigates the overall risk and number of incidents that the blue light services deal with. Your sponsorship will allow us to continue to deliver the display to Stevenage residents whilst keeping everyone safe on Guy Fawkes night. Your company name will be reaching a mix of all ages given the family orientated event.

Date: Sunday 5 November 2023

Location: Fairland's Valley Park,
Six Hills Way, Stevenage, SG2 0BL

Attendance: 25,000+



Headline Sponsor

Starting from £2,500

Naming rights of the event e.g. Stevenage fireworks display sponsored by 'your company name'

Recognition as lead sponsor on the Stevenage Borough Council website including name and website address.

Social media promotion via Stevenage Borough Council Facebook Account (10,000+ followers) and Twitter pages (10,100+). Social media posts will be done before, during and after the event.

Key Sponsorship PA announcements throughout the event.

Right to use event name and logo in conjunction with sponsorship in all advertising before event

Name, logo and link (where applicable) on all press releases positioned as lead sponsor


MC will name and thank the sponsor throughout the evening.




Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

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 **Mobile:** 07702 916864



Stevenage Christmas Lights Switch On

Stevenage Christmas lights switch-on takes place on the last weekend of November to mark the start of the Christmas season. With live performances on stage in our main town square, and a range of activities to suit all ages, including meeting Santa, reindeers, snow globes, free goody bags, free face painting, fair rides and more; the day is popular with residents and visitors alike.

This event is funded by Stevenage Borough Council. It is a free event with members of the public also enjoying the annual switch on at 6pm, and the launch of our Christmas market. The council uses this event to promote our local artists and performers, whilst at times, having headline acts to close the event.

The largest and most popular event in our town centre will have your name seen and heard by locals and visitors. With families purposely seeking out switch on events to attend, as this marks for them the beginning of Christmas, you won't be short for publicity. Your audience reach will be a mix of ages, given the many families present.

Date: Saturday 25 November 2023

Location: Town Square, Stevenage, SG1 1BP

Attendance: 4,000+



Headline Sponsor Starting from £2,000	Supporting Sponsors Starting from £750
<p>Naming rights of the event e.g Stevenage Christmas Light Switch On Sponsored by 'your company name'</p>	<p>Logo on town centre event banner</p>
<p>Mention in any media/ local Press advertisement</p>	<p>Opportunity to put own merchandise / giveaways / freebies in our free goodie bags</p>
<p>Recognition of Sponsor on the PA announcement throughout the event.</p>	<p>Branding on print / online adverts</p>
<p>Stand to promote service/product</p>	<p>Inclusion on social media channels</p>
<p>Logo on backstage banner, with 'sponsored by your company name'</p>	<p>Recognition as sponsor on the Stevenage Borough Council and Stevenage Town Centre websites including name and website address.</p>
<p>Logo on town centre event banner</p>	<p>Social media promotion via Stevenage Borough Council Facebook account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre Social Media accounts</p>
<p>Opportunity to put own merchandise / giveaways / freebies in our free goodie bags</p>	<p>Right to use event name and logo in conjunction with sponsorship in all advertising before event.</p>
<p>Branding on print / online adverts</p>	<p>Name, logo and link (where applicable) on all press releases</p>
<p>Inclusion on social media channels</p>	
<p>Recognition as lead sponsor on the Stevenage Borough Council and Stevenage town centre websites including name and website address.</p>	
<p>Social media promotion via Stevenage Borough Council Facebook account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre social media accounts</p>	
<p>Right to use event name and logo in conjunction with sponsorship in all advertising before event</p>	
<p>Name, logo and link (where applicable) on all press releases positioned as lead sponsor</p>	

Contact details:

Town Centre & Markets Team

 **Email:** tcm@stevenage.gov.uk
 **Telephone:** 01438 242184
 **Mobile:** 07702 916907

Town Centre Events



Stevenage Borough Council is proud to deliver a wide range of community events to satisfy all tastes, enhance the fantastic community spirit and encourage visitors and residents alike to pop into the town centre, shop local and boost the economy of the town.

Our smaller events are a great way to increase the footfall within the area, bringing families and friends together to enjoy quality time, especially with the opening of Event Island, our new multi-use event space.

They attract lots of people of all ages from the wider community and we can't wait to hear from you, so get in touch and sponsor one of our events today tcm@stevenage.gov.uk


Headline Sponsor	Supporting Sponsors
Starting from £1,000	Starting from £300
Naming rights of the event e.g Jobs Fair Sponsored by 'your company name'	Branding on print / online adverts
Mention in any media/ local press promotion	Inclusion on social media channels
Logo on town centre event banner	Recognition as sponsor on the Stevenage Borough Council & Stevenage town centre websites including name and website address.
Stand to promote service/product	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers); and Stevenage Town Centre social media accounts
Branding on print / online adverts	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Inclusion on social media channels	Name, logo and link (where applicable) on all press releases
Recognition as lead sponsor on the Stevenage Borough Council & Stevenage town centre websites including name and website address.	
Social media promotion via Stevenage Borough Council Facebook account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre social media accounts	
Right to use event name and logo in conjunction with sponsorship in all advertising before event	
Name, logo and link (where applicable) on all press releases positioned as lead sponsor	

Contact details:

Town Centre & Markets Team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907

Dates for 2023 (TBD):

Jobs Fair - 15 July

Outdoor Cinema - 22 July

Get Active - 28 July

Animal Crackers - 11 August

Halloween -Tastic - 28 October

Stevenage Old Town Christmas Lights Switch-On

Stevenage Old Town Christmas lights switch-on marks the start of the Christmas season in the Old Town. There are live performances from local community groups and church choirs on the music stage.


The event is supported by Stevenage Borough Council and the Stevenage Old Town Business and Community Partnership. The event is free to attend with the lights being switched on by the Mayor of Stevenage at the Bowling Green.


The event is the largest in the Old Town Calendar with over 1000 people attending. Your audience reach will be a mix of ages, given the many families present, allowing you to be seen and heard by locals and visitors from across the town.

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

 **Telephone:** 01438 242868

 **Mobile:** 07702 916864

Headline Sponsor

Starting from £1,250

Naming rights of the event e.g Stevenage Old Town Christmas Light Switch On Sponsored by 'your company name'

Mention in any media/ local Press advertisement

Recognition of Sponsor on the PA announcement throughout the event

Stand to promote service/product

Opportunity to put own merchandise / giveaways / freebies in goodie bags to hand to attendees

Branding on print / online adverts

Inclusion on social media channels

Recognition as lead sponsor on the Stevenage Borough Council and Stevenage town centre websites including name and website address

Social media promotion via Stevenage Borough Council Facebook account (10,000+ followers) and Twitter pages (10,100+ followers); and Stevenage Town Centre social media accounts

Right to use event name and logo in conjunction with sponsorship in all advertising before event

Name, logo, and link (where applicable) on all press releases positioned as lead sponsor

Chronicle

Autumn 2022

Stevenage Borough Council's quarterly residents' magazine

Stevenage Borough Council's Annual Report (2021-2022)

MORE AFFORDABLE AND SOCIAL HOUSING

ANNUAL REPORT 2021-22

WHAT'S ON

TRANSFORMING OUR TOWN

Want to reach 36,000 homes in Stevenage?

The Chronicle magazine is produced quarterly and distributed to 36,000 homes across the town in Spring, Summer, Autumn and Winter.

Advertising in the Chronicle enables you to directly reach local residents with adverts that will be seen over and over again.

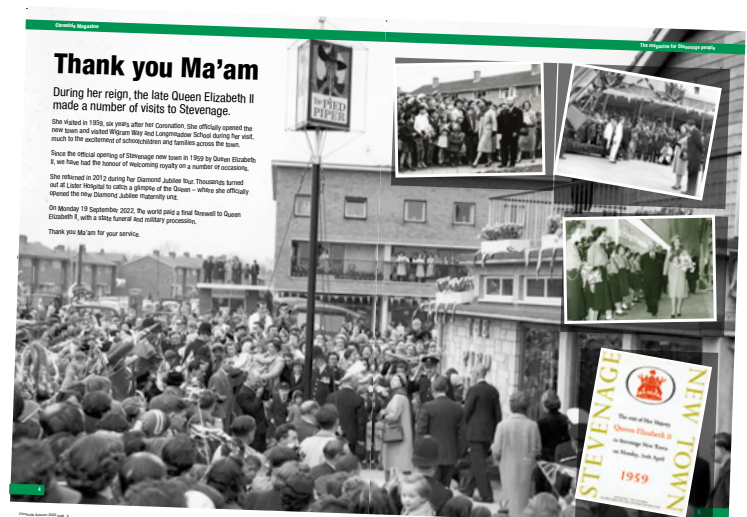
Contact details:

Communications and Marketing team

Email: communications@stevenage.gov.uk

Telephone: 01438 242168

Advert size	Price
Quarter page	£300
Half page	£500
Full page	£850





Event Island

Event Island is a key part of the phase two of the SG1 Development which is located at the former bus station in the Town Square. It's part of a wider programme to bring a unique experience to the town centre to attract footfall and support to local businesses.

The Event Island Stevenage regeneration project builds on this vision forming part of the wider scheme where we are planning on delivering a major, 20-year, £1bn regeneration programme designed to transform Stevenage.

Event Island has a brand-new performance area, complete with stage and multi-use area which has the following:

- Green space
- Informal play space
- Informal seating
- Creation of a larger event space
- New lighting
- Projectors
- Bespoke stage
- Covered space (canopies)
- Desire line artwork



Should you be interested in either using or sponsoring our performance area or event space then please email eventisland@stevenage.gov.uk

Interested in advertising and sponsorship opportunities in Stevenage all year round?

The Council's advertising and sponsorship portfolio is viewed several million times per month and includes:

- Roundabouts
- Parks and gardens
- Council-owned buildings
- Car parks across the town centre and at the railway station

This cost-effective outdoor media can be used to directly promote a business, connect with a local target audience or display community messaging by commercial sponsors.

For more information, please get in touch the Council's Advertising and Sponsorship Partner, CP Media:

 01422 322255

 info@cpmedia.co.uk