

Sponsorship Support

1.0 Introduction

The events team currently seeks sponsorships through networking events and meetings where it is feasible to do so within existing resources. To continue to support the BTAC programme, a Member Working Group may wish to seek additional sponsorship for events, in order to offset the BTAC expenditure budget where successful.

Major sponsors could support the following events:

- Outdoor Cinema – Officers will approach Chatterton’s again following their long-term support with these events, should option 1 be agreed.
- Boston Show including ‘Through the Ages’
- Party in the Park

Other sponsorship options for events such as those listed above are detailed within 5.0 of this appendix.

2.0 Outdoor Cinema Screen Adverts

The outdoor cinema event provides an opportunity for businesses to have their logo or a small business advert to be played before the start of the film. The screen is able to show a promotional video or display your logo before the film starts.

Logos will be on the screen on a constant loop before the film starts, this is available for £30 or; you can have a short clip, advert, rolling images and text, no longer than 45 secs which can be played priced at £75.

Entertainment before film starts: £300: Such as close up magic, a character for meet and greet

Gifts for children to take away: £3 per child: Organisers try to tie in with film and give children a gift as they leave as agreed with sponsor

3.0 Free activities for kids - fun additions

- Children crafts activities to an event. This really does draw in a crowd, and we are not sure if more adults end up involved than the kids but a great opportunity to get your name seen.
- Face painting – allows people to have free face painting or glitter tattoos, always really well received and proves very popular.
- Stilt Walkers – these could wear you company logo/uniform, everyone always wants a photograph.

For any of the above, we will provide you a minimum of two mentions on our social media platforms (Facebook, Twitter, Instagram) thanking your business for the support, and the option to have the stand decorated with your company logo/banners displayed or the option to have your own stand on site. Please contact us for prices as they all vary due to times at different events.

Available at:

- 1940s event
- Outdoor Cinema Events
- Summer Children Events
- Christmas Market
- Festive Market

4.0 Boston Show incl. Through the Ages, Sat 4th July and Sun 5th July 2020, 10.30am – 4pm daily

Combined with the ‘Through the Ages’ event an opportunity to develop a Boston Show. This event would be free to attend.

Outline initial plan is to have the ‘Through the Ages’ groups down one side of the Park with a medieval market; on the opposite side would be a trade area, community area and food court. Trade area would pay to attend.

In the middle will be an arena, which will host battles from the Through the Ages groups, dance performances, wild bird display, etc.

Infrastructure options – where a business could supply from their company to support the event (must have all relevant paperwork/insurance/risk assessments/etc)

- Lighting towers
- Large powered generators, quiet as possible
- Bottled water
- Marquee

5.0 Party in the Park, Sat 22nd August 2020, 1pm – 10pm

The outline concept of Party in the Park is to charge an entry fee to adults but all activities inside will be free for families to enjoy. We could look for one big sponsor but actually this event could work really well by lots of sponsors supporting a bit of the event each.

Sponsorship could include mentions on social media, our website, a free ticket, mentions by stage hosts throughout the day, flyers that are printed for the event can advertise event on one side and list of activities and sponsored by on the back.

Option to allow sponsors to bring their own gazebo to event for them to enjoy event?

BTAC to print banners for entrance with list of activities on with sponsored by XXX, these could also be up a week before.

This is not an exhaustive list, other ideas are been looked into and could be offered as options.

Free Ice Cream for first 50 people	£150	Vouchers handed to the first 50 people through the gates receive a free ice cream, voucher has sponsor details on
Crafts area	£200	Sponsors can have information within the craft area
Shoot the hoops (1pm – 8pm)	£250	Shoot as many hoops into Basketball hoop as can in allowed time. Prizes for those who take part.
Face painting/Glitter Tattoos (1pm – 8.30pm)	£275	Pop up where this takes place can be livered up with sponsors information
Wristbands	£275	Company name on, everyone at event receives one
Bouncy castle/soft play/outdoor games (1pm – 8.30pm)	£500	Sponsors can have banners side of the area
Adult ball pool	£500	Sponsors can have banners at side of area
Circus workshop (1pm – 6pm)	£550	Entrance to circus workshop could have sponsored by XXX
Crazy Golf course	£600	Score cards could be produced with sponsors logo on
Fireworks (9pm)	£950	A short firework display as last band are performing, stage host to announce supported by XXX
Toilets	£1,000	Sponsored by posters on doors (inside and out)
Silent Disco (3pm – 10pm)	£1,000	Banner's could be put within the disco marquee and on the outside
Stage	£3,000	May have a company already interested in this but options include branding on the stage, side of the stage.

**Please note these are all projected figures or based and banners are to be provided by sponsor, we could printed get at an extra charge*

Infrastructure options – where a business could supply from their company to support the event (must have all relevant paperwork/insurance/risk assessments/etc)

- Lighting towers
- Large powered generators, quiet as possible
- Heras fencing
- Bottled water
- marquee

A Member Working Group would also have the opportunity to develop further ideas for sponsorship streams.