



**BRENTWOOD**  
BOROUGH COUNCIL

# Event Sponsorship Packages 2020





# Introduction

## About our events and community projects

Brentwood Borough Council delivers a number of community development projects each year that enhance the wellbeing of our residents. These projects range from health initiatives to youth engagement through support of local talent. We work to ensure that Brentwood remains healthy, vibrant, and engaged.

By delivering high quality events in partnership with our community, we believe that our residents will stay local, buy local and support local services.

From our Christmas lights switch-on to summer Family Fun Days and the Brentwood Business Showcase, our calendar of events has appeal to everyone.

During 2019, our sponsors benefited from having their brands promoted to almost 40,000 event attendees. Whether you wish to raise your business profile or show support for your borough, we can offer you a ready-made or bespoke sponsorship package that will meet your marketing objectives. Please get in touch for further details.



### Contact us

 [brentwood.gov.uk/events](http://brentwood.gov.uk/events)

 01277 312500

 [events@brentwood.gov.uk](mailto:events@brentwood.gov.uk)

### Follow us

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 Brentwood Borough Council



**40,000**  
people attended  
events in 2019



**23** Sponsorship  
opportunities

**10** Events



**57** Hours of  
events



**427**  
Businesses involved



**18,000+**  
Combined social  
media followers



**31**  
Sponsors

"We love sponsoring the Brentwood events as so much effort goes into making them special for our local community and as a local business we feel it is important to support your community."

**Jessica Chandler Smith,**  
**Principal, Razzamatatz Theatre**  
**School, Brentwood**

**Saturday 20 June 2020, 12-6pm, Shenfield Common, Brentwood**

The Strawberry Fair is a traditional, summer community fair with live music, small fairground rides, stalls and fun family activities. The event is very popular and every year residents look forward to taking their family to the Fair for a great, affordable, local day out.

The event is free to enter and usually attracts around 5,000 people. It is always oversubscribed with traders wanting pitches and attracts a lot of press coverage.

### **Bronze Sponsor - £500 + VAT (non-exclusive)**

- Logo in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners



### **Silver Sponsor - £750 + VAT (non-exclusive)**

- Logo in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners
- Sponsor listed on Council website with a hyperlink to your business
- Live mentions throughout the event by stage host
- Stallholder pitch for you to promote your business (space only)
- Your business' banner displayed at the event (banner provided by you)

### **Estate Agent Board Sponsor - £300 + VAT (exclusive)**

- Logo in event programme
- Mention in press release
- Mention in social media postings

### **Cup Sponsor - £850 + VAT (exclusive)**

- Logo on reusable cups
- Mention in press release
- Mention in social media postings



"As a community focused business Hutton View is delighted to support Brentwood Borough Council's community events for 2020. We very much enjoyed the personal approach of the events team and we find it hugely beneficial to be able to meet so many wonderful members of the public. Brentwood has a true community spirit and we are proud to be a part of that community."

**Carl Roberts, Customer Relationship Manager,  
Hutton View Care Home**



# Family Fun Days



Every Friday in the summer holidays, from 24 July to 28 August 2020, 10.30am-3.30pm

Brentwood Borough Council provides an affordable family day out every Friday during the school Summer holidays, utilising the Council's open spaces across the borough and working directly with local partners and community organisations.

Attracting up to 2,000 visitors at each event, families can enjoy a range of free fun provided by local organisations. There is a small charge for the bouncy castles, children's rides and face painting.

The Family Fun Days provide a fantastic opportunity to promote your business borough-wide to a range of families and attendees, over a number of weeks.

## Bronze Sponsor - £300 + VAT (non-exclusive)

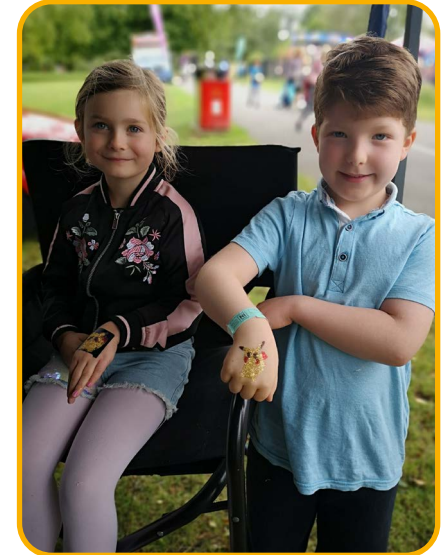
- Logo in programme flyer at each weekly event
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners

## Silver Sponsor - £550 + VAT (non-exclusive)

- Logo in programme flyer at each weekly event
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners
- Sponsor listed on Council website with a hyperlink to your business
- Stallholder pitch for you to promote your business (space only)
- Your business' banner displayed at all six events (banner provided by you)

## Wristbands - £300 + VAT (exclusive)

- Logo on 3,000 wristbands printed for children to access the bouncy castles and rides at all six events





# Lighting Up Brentwood

**Saturday 28 November 2020, 12.30-6pm, Brentwood High Street**

With a closed High Street hosting almost 80 stalls, and a range of packed entertainment and festive attractions delivered with community organisations and businesses, Lighting Up Brentwood is the largest community event on the Council's calendar. The event attracts over 15,000 visitors, peaking at the 5pm switch-on by the Mayor.

## **Bronze Sponsor - £500 + VAT (non-exclusive)**

- Half page advert in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners



## **Silver Sponsor - £750 + VAT (non-exclusive)**

- Half page advert in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners
- Sponsor listed on Council website with a hyperlink to your business
- Live mentions throughout the event by stage host
- Stallholder pitch for you to promote your business (space only)
- Your business' banner displayed around the stage (1.8m x 0.8m banner to be provided by you)

## **Christmas Trees - £850 each + VAT**

Each year we place five large Christmas trees in great locations from mid-November until the start of January. The trees located opposite Brentwood Station, in Brentwood High Street, outside the Town Hall, within the grounds of St Thomas' Church and in Hutton Road, Shenfield and will give your business great exposure over the six-week festive period.

- Your business' banner (provided by you) around one Christmas tree for six weeks from November 2020 to January 2021
- Sponsor listed on Council website with a hyperlink to your business
- Mention in social media postings

"Brentwood Care Centre were very proud to be an official sponsor of this amazing event. This was not only a great opportunity for us to showcase our business, but it also enabled us to engage both with other businesses and with the local community, which was especially helpful in gaining a more in-depth understanding of what they felt they needed and how we can support them better."

**Maggie Duggan, Senior Customer Relations, Brentwood Care Centre, RCH Care Homes**





# Shenfield Christmas Fayre



**Sunday 13 December 2020, 12-5pm, in and around Hutton Road**

2019 saw our busiest Shenfield Christmas Fayre yet, with over 5,000 visitors enjoying more than 60 stalls, festive attractions and a range of entertainment and activities. Delivered in partnership with local businesses and community groups, the event has become a local, firm favourite.

## **Bronze Sponsor - £500 + VAT (non-exclusive)**

- Half page advert in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners



## **Silver Sponsor - £750 + VAT (non-exclusive)**

- Half page advert in event programme
- Mention in press releases
- Mention in social media postings
- Logo in promotional materials and banners
- Sponsor listed on Council website with a hyperlink to your business
- Live mentions throughout the event by stage host
- Stallholder pitch for you to promote your business (space only)
- Your business' banner displayed around the stage (1.8m x 0.8m banner to be provided by you)



## **Christmas Events Gold Package £1,300 + VAT (non-exclusive)**

- All the benefits of the Lighting Up Brentwood and Shenfield Christmas Fayre 'Silver Packages.'



"It was wonderful to see so many people enjoying the Shenfield Christmas Fayre, it has such a sense of community spirit. Well done to Brentwood Council and all the amazing volunteers and businesses that get involved to make it such a success."  
**Jo Briton, Marketing Manager,  
Mullis & Peake LLP Solicitors**

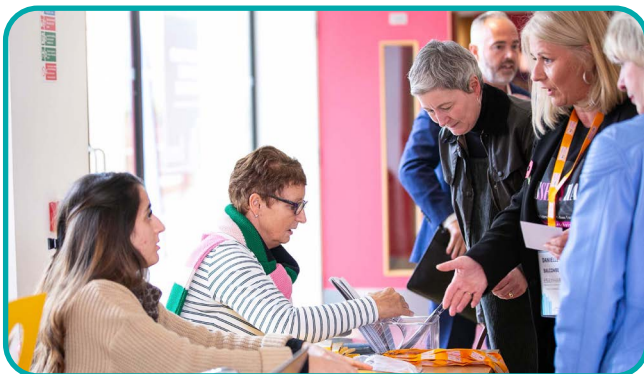
**Thursday 9 July 2020, 9am-4pm, Brentwood School, Middleton Lane, Brentwood CM15 8EE**

The Brentwood Business Showcase provides a platform for Brentwood companies to network, support local trade and champion their businesses. The event promotes the borough as a great place to grow, locate and do business.

Now back for its fifth year, the Brentwood Business Showcase will feature keynote speakers, workshops, exhibitors and a drinks reception.

## **Bronze Sponsor - £350 + VAT (non-exclusive)**

- Sponsor listed on Showcase website with a hyperlink to your business
- Mention in social media postings
- Complimentary exhibitor stand
- Complimentary quarter-page advert in Showcase programme
- Free exhibitor lunches on the day



## **Silver Sponsor - £750 + VAT (exclusive)**

- Sponsor listed on Showcase website with a hyperlink to your business
- Logo on all printed flyers
- Mention in social media postings
- Sponsor name and logo included on Brentwood Borough Council business database e-shots from March to July
- Mention in Showcase press releases
- Inclusion of your marketing material in the Showcase goody bag
- Complimentary exhibitor stand
- Complimentary half-page advert in Showcase programme
- Free exhibitor lunches on the day

## **Exhibitor Lunch Sponsor - £500 + VAT (exclusive)**

- Your logo on all exhibitor lunch bags
- Inclusion of your marketing material in all exhibitor lunch bags

## **Badge Sponsor - £600 + VAT (exclusive)**

- Your logo on all badge lanyards

## **Courtyard Sponsor - £750 + VAT (exclusive)**

- Your branding on the courtyard connecting the Wessex and Bean buildings



## **Gold Sponsor - £1,500 + VAT (exclusive)**

- Logo included on cover of Showcase programme
- Sponsor listed on Showcase website with a hyperlink to your business
- Logo on all printed flyers
- Mention in social media postings
- Sponsor name and logo included on Brentwood Borough Council business database e-shots from March to July
- Mention in all Showcase press releases
- Inclusion of your marketing material in the Showcase goody bag
- Complimentary exhibitor stand
- Pop-up banner on main stage
- Complimentary full-page advert in Showcase programme
- Free exhibitor lunches on the day



# Community Development Projects

Brentwood Borough Council works with a range of organisations to increase the health, wellbeing and quality of life for our residents.

By becoming a Community Sponsor, your business will help to fund three community development projects over one year. From supporting our dance workshops for older people to reduce social isolation, to sponsoring our local sports awards and youth engagement initiatives, this investment is a valuable one to our community.

## Community Sponsor - £1,000 + VAT (non-exclusive)

- Logo in promotional materials for the three projects
- Mention in press releases
- Mention in social media postings
- Logo on all sports awards
- Invitation to present a sports award
- Invitation to attend project showcase events
- Sponsor listed on Council website with a hyperlink to your business



## Sponsorship Deadlines

Strawberry Fair Bronze and Silver packages	30 April 2020
Family Fun Days Bronze and Silver packages	26 May 2020
Family Fun Days wristbands	1 July 2020
Brentwood Business Showcase packages	31 May 2020
Lighting Up Brentwood packages	9 September 2020
Shenfield Christmas Fayre packages	9 September 2020
Christmas Events Gold package	9 September 2020
Christmas Tree sponsor	9 September 2020
Community Development sponsor	No deadline