

Sponsorship Package Information for Events

2018/19

Dear Business Owner

As you are probably aware, Redruth organises and hosts four main Festivals per year. These are detailed below. The aim of the festivals is to raise the profile of the town, to increase footfall into the town and to celebrate the heritage and culture of Redruth, its mining history and all about Cornwall that is unique to its culture. The festivals are organised by working parties who give their time willingly to promote their town.

You may remember that the town was very much in the doldrums in the 1980's and there were many derelict properties, low morale among the traders and prospects were gloomy.

In recent years Redruth is very much a rising star. The new Brewery Project, Kresen Kernow, is bringing kudos and income to the town. The main street is now alive with coffee shops and food outlets with many small, individual shops as well as the national traders who enhance the trading. It is becoming a growing centre for antique and vintage traders too. The town is slowly and quietly getting a facelift. Its impressive Victorian buildings are re-emerging in their former glory.

The festivals, which are growing year on year and have been funded by grants from the Town Council. However, now local and national cuts are biting deeper, the development of the festivals to be bigger and better year on year is hampered by lack of matching finance for the events. So now, we are looking to you, as a successful local business, trading in or from the town and its outskirts, to support Redruth in its revival. For a modest sum of money we can offer you a one off, or year long package of advertising which will raise your profile with local consumers, through publicity in the festival brochure/s and help you reach a wider community by offering links to the town website and in turn, help us to develop and grow the festivals which are bringing so many people into the town to see what it has to offer.

If you can take either a single ad to support one festival, or support on an annual basis by buying four adverts a year, we would be delighted to talk to you in more details.

We have attached an outline of the pricing structure below. Prices are exclusive of VAT.

Contact Details

Community Project Manager - Lara Hill
Redruth Town Council, The Chambers, Penryn Street, Redruth, TR15 3AE
01209 210038
cpm@redruth-tc.gov.uk

Event Details

Murdoch Day – Saturday 16th June 2018

Programme Deadline – Friday 20th April 2018



(Picture from Murdoch Day 2015)

Redruth International Mining & Pasty Festival – 7th, 8th, 9th September 2018

Programme Deadline – Friday 6th July 2018



(Picture from Redruth International Mining & Pasty Festival 2015)

Redruth Christmas Festival – Saturday 24th November 2018

Programme Deadline – Friday 5th October 2018



(Picture from Redruth Christmas Festival 2015)

St Piran's Festival – Saturday 2nd March 2019 (TBC nearer the time)

Programme Deadline – Friday 4th January 2019



(Picture from St Piran's Festival 2015)

Event Programme Advertising

(please provide your own completed artwork in jpeg format)

Full Page - Portrait	13cm x 19cm	£400* + VAT
½ Page - Landscape	13cm x 9.5cm	£200* + VAT
¼ Page – Portrait	6.5cm x 9.5cm	£100* + VAT
1/8 page- Landscape	6.5cm x 4.75cm	£50* + VAT

*Subject to availability

You can also become a Friend of St Piran's festival for £20 (+ VAT) per year & receive a big Thank You in our programme.

Marketing

The target audience for events is visitors, consumers, families, residents and shoppers of Redruth and surrounding towns and villages.

Murdoch Day

- 6000 event programmes to be distributed prior to and directly at the event.
- 100 Posters to be displayed across Cornwall
- 200 fliers distributed at previous event and mentioned in previous events programme of events.
- On-line posters and adverts on a variety of online event listings
- On-line posters and programmes displayed through social media and Visit Redruth website
- Advert in Primary Times Magazine
- Advert in What's On Cornwall Guide
- Advert in A Feast of Festivals 2018

Redruth International Mining & Pasty Festival

- 15000 event programmes to be distributed prior to and directly at the event.
- 300 Posters to be displayed across Cornwall
- 200 fliers distributed at previous event and mentioned in previous events programme of events.
- On-line posters and adverts on a variety of online event listings
- On-line posters and programmes displayed through social media and Visit Redruth website
- Advert in Primary Times Magazine
- Advert in What's On Cornwall Guide
- Advert in A Feast of Festivals 2018

Redruth Christmas Festival

- 6000 event programmes to be distributed prior to and directly at the event.
- 100 Posters to be displayed across Cornwall

- 200 fliers distributed at previous event and mentioned in previous events programme of events.
- On-line posters and adverts on a variety of online event listings
- On-line posters and programmes displayed through social media and Visit Redruth website
- Advert in Primary Times Magazine
- Advert in What's On Cornwall Guide
- Advert in A Feast of Festivals 2018

Distribution for marketing material includes libraries, schools, community centres and halls, restaurants, cafes, hotels, leisure centre, community groups, theatre, town centre shops and local businesses.

Newspaper

Press releases issued by Redruth Town Council from 8 weeks prior to the events.

Radio

Redruth Town Council has worked successfully with various radio stations to promote our community events.

Websites

The events will be promoted on Redruth Town Council's own www.visitredruth.co.uk website and those of partner organisations.

Social media

Each festival has its own Facebook page, and we have a Redruth Town Facebook page, Twitter page and Instagram account which we regular feed festival information onto.

<u>Sponsorship packages</u>	<u>Cost</u>
For one festival or all if preferred	Per festival
GOLD Package* Advert on front of brochure Banner space on stage or marquee Company logo on title banner of festival website Periodic mention on social media platforms	£1,000 + VAT

Mention of main sponsor Mention of thanks in programme and on website	
SILVER Package* Full page advert in brochure Company logo on title banner of festival website Periodic mention on social media platforms	£400 + VAT
BRONZE Package* ½ page advert in brochure Company logo on title banner of festival website Periodic mention on social media platforms	£200 + VAT
Christmas Sponsorship A fixed tree in Fore Street of Redruth Mention in Christmas Festival programme Advertisement at the bottom of the tree	£500 + VAT
Bespoke Sponsorship Sponsorship of a specific part of the festival/s, e.g. sponsor one of the performing acts, or the vintage coach (which is on a passenger circuit around the town), or another aspect of the town, a marquee, stage, etc - individually priced packages. Please talk to us.	
*Subject to availability	

Thank you, we value your support.