

# summer in gloucester

sponsorship opportunities



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# Summer in Gloucester

Gloucester's summer celebrations attract more than 45,000 visitors each year to numerous locations in and around the city, at the heart of the county of Gloucestershire.

Offering a variety of free and ticketed major events and activities, the programme runs throughout July and August and features a historic carnival, multicultural festival, street theatre and circus performers, music festival, family fun day, urban beach, fireworks, rhythm and blues festival, funfair and lots more.



## Benefits

- Proven, established summer celebration originally established in the 1930s and still evolving to this day.
- Backed by major radio, print and web partners including Heart FM, the BBC and Gloucestershire Media.
- Access to wide spectrum of ABCD1 attendees across range of events.
- Broad range of bespoke sponsorship and supporter packages from top level, headline support to specific event and activity sponsorships.
- Wide range of experiential and sampling campaign opportunities across a variety of events targeted at distinct audience types.
- Banner adverts and web links, use of logos and advertising in official print, press and photo call opportunities

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# Major Events

- **Carnival Day:** launching the city's summer celebrations, a traditional community carnival has taken place in Gloucester since the 1940s. People of all ages and communities gather to enjoy the parade and be entertained by music, performance and street acts at this free event.
- **World Together Festival:** a celebration of the city's many cultures, with live music, dance, arts and crafts, food and drink, stalls, community information and lots more at this free event.
- **Music in the Park:** a free music festival in the city's main park, with bands, beer tent, funfair, food and drink and urban beach.
- **Do Stuff:** a free family fun day with shows, arts and crafts, walkabout entertainment, inflatables, hands-on activities, farm animals and lots more.
- **Fireworks in the Park:** a free evening of entertainment and massive firework display synchronised to music, courtesy of one of the world's leading pyrotechnic companies.



# Official Website

[www.thecityofgloucester.co.uk/summer](http://www.thecityofgloucester.co.uk/summer)

- The official Gloucester website, used by both tourists and residents alike, is host to all Summer in Gloucester information, and the tourism and events section enjoys an average of 85,000 visits per year. In addition, a vibrant and interactive fan base exists through Facebook, Twitter, YouTube and flickr.

# Print, Advertising and PR Campaign

- The Summer in Gloucester programme of events is backed up by a major print campaign, with official summer guides distributed across the region and into bordering counties. The campaign also features radio, newspaper and web advertising , plus strong press and media coverage.



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# Sponsorship Rate Card

## Opportunities include:

- **Headline Title Sponsor:** including full naming rights and branding package **£25,000**
- **Carnival Sponsor** **£5000**
- **World Together Festival Sponsor** **£5000**
- **Music in the Park Sponsor** **£5000**
- **Do Stuff in the Park Sponsor** **£5000**
- **Fireworks in the Park Sponsor** **£7500**
- **Supporter:** named credit and logo in official guide and on official website, public announcement of thanks at all major events **£500**

All prices exclude VAT and are subject to availability. Other packages on application. Opportunities are subject to the discretion of the organisers.

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