



# Event Sponsorship 2024

“The heart of a town lies in its people”



# WHY SPONSOR AN EVENT IN STEVENAGE?

**S**tevenage boasts a strong economy and has been ranked as the second-best place in the UK to start a business outside of London<sup>1</sup>. Stevenage is home to many large corporations such as GlaxoSmithKline, Airbus, MBDA, Fujitsu, IET, Autolus, and Cospace, 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:**  
89,500 (2021 ONS Census)

**Households:**  
36,510 (2021 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:

**S**tevenage 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 @lovestevenagetc 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 Manager

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 **Mobile:** 07702 916864

**Town Centre & Markets team**

 **Email:** [tcm@stevenage.gov.uk](mailto:tcm@stevenage.gov.uk)

 **Telephone:** 01438 242184

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**Event Island**

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 **Telephone:** 01438 242242



# STEVENAGE DAY

Experience the pinnacle of community celebration every June as Stevenage Day takes centre stage at the King George V Playing Field! This grand event is a spectacular showcase featuring a dynamic main show arena, electrifying music stages, delightful children's rides, captivating activities, and a lineup of thrilling shows. Elevate your brand by becoming a sponsor and align your business with the heartbeat of Stevenage!

Immerse yourself in the festivities with charity stallholders, a vibrant licensed bar, and an array of food vendors offering a tempting selection of international cuisine. The two music stages and main arena host performances throughout the day, featuring diverse talents from the Stevenage community and beyond. Rides, catering units, and the bus bar ensure a full day of enjoyment for visitors.

Stevenage Day, drawing a crowd of over 30,000 people and boasting 200+ stallholders, stands as the premier event of the year. Your sponsorship is the key to making this celebration a reality, allowing the community to unite in honoring Stevenage as both a town and a close-knit community. By supporting Stevenage Day, you enable 50+ local charities to raise vital funds for their commendable initiatives.

Position your brand as a champion of community spirit that spans all ages, as Stevenage Day remains a fantastic extravaganza. Join us in creating lasting memories and making a positive impact on Stevenage – your sponsorship is not just an event, but a commitment to the vibrant lifeblood of



**Date:** Sunday 9 June 2024  
**Location:** King George V Playing Field,  
Sish Lane, Stevenage, SG1 3LS  
**Attendance:** 30,000+



## Headline Sponsor

Starting from £3,250

- Naming rights of the event e.g Stevenage Day Sponsored by 'your company name'
- Logo on marketing materials - 1,000 Stevenage Day event programmes
- 1 page advertisement in the programme
- Logo with onsite banner around the main arena and 1-2 park entrances
- Central marquee or stand to promote service/product
- 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+ 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)

## Supporting Sponsors

Starting from £750

- Logo on marketing materials that the council produce (1,000 programmes)
- 1 page advertisement in the programme
- Recognition as 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+)
- 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

## Stevenage Day Rock in the Park Sponsor or Stevenage Day Pride Sponsor

Cost: £1000

- 2 banners along the front of the stage or in the Stevenage Day Pride area
- Logo and advert in the Stevenage Festival Brochure and website
- Free stall in the Rock in the Park area or Stevenage Day Pride area.

## Contact details:

**Robbie Bratchell** - Corporate Events Manager

✉ **Email:** [Robbie.Bratchell@stevenage.gov.uk](mailto: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. For 2024, we are specifically looking to bring in a WW11 Spitfire to provide a different topical feature for this event, and educate those that come along. 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.

*“The town was buzzing on the day, with a steady footfall throughout. The sun was shining and the music added ambience to the day, with some dancing going on from members of the public”*



**Date:** Saturday 22 June 2024

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

**Attendance:** 1,000+





## Headline Sponsor

Starting from £1,000

- Naming rights of the event e.g Armed Forces Day Sponsored by 'your company name'
- Media/local press promotion
- Logo on town centre event banner
- Stand to promote service/product
- 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

## Supporting Sponsors

Starting from £250

- Branding on print / online adverts
- Inclusion on social media channels
- Recognition as 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

## Contact details:

**Town Centre & Markets Team**

✉ **Email:** [tcm@stevenage.gov.uk](mailto:tcm@stevenage.gov.uk)

☎ **Telephone:** 01438 242184

📱 **Mobile:** 07702 916907



# STEVENAGE INTERNATIONAL DAY

**S**tevenage International Day is in its sixth 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.

***“Thank you so much for allowing us to be part of this event. It was a really good event, it gives the small business the opportunities to be known too”***

**Date:** Saturday 12 October 2024

**Location:** Event Island & Town Square, Stevenage, SG1 1BP

**Attendance:** 1,000+







## Headline Sponsor

Starting from £1,000

- Naming rights of the event e.g. Stevenage International Day Sponsored by 'your company name'
- Media/local press promotion
- Logo on town centre event banner
- Stand to promote service/product
- Key Sponsorship PA announcements throughout the event.
- 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

## Supporting Sponsors

Starting from £250

- Branding on print / online adverts
- Inclusion on social media channels
- Recognition as 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

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# STEVENAGE TOGETHER AWARDS

**E**levate your brand by aligning with the heartbeat of Stevenage's unsung heroes! Each year, Stevenage Borough Council proudly spotlights local champions who embody the spirit of our community, actively promoting inclusivity, diversity, and fairness. As we embark on the 15th year of these prestigious awards, your business has a golden opportunity to join us in celebrating those who make our community stronger.

Be a part of the tradition of recognising individuals and organisations that dedicate their time and energy to improve the lives of those around them. By sponsoring this event or a specific award category, you not only showcase your commitment to the cooperative spirit of our town but also position your business as a vital supporter of the local community.

Putting your name alongside these awards is more than sponsorship – it's a statement of your business's dedication to making a positive impact where it matters most. The awards garner significant attention, with coverage in local press and discussions on SG1 radio, ensuring that your brand receives the recognition it deserves. Seize this unique opportunity to shine a spotlight on your business while supporting the incredible efforts that define the essence of Stevenage. Join us in celebrating local heroes and showcasing your brand's commitment to community excellence!

**Date:** Saturday 26 October 2024

**Location:** Gordon Craig Theatre,  
Stevenage SG1 1LZ

**Attendance:** 200+





## Headline Sponsor

Starting from £1,750

- 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)
- Page advertisement in the programme
- Be part of the judging panel
- Central marquee or stand to promote service/product to event guests
- 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+ followers)
- Recognition of key sponsorship at 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
- Photos to promote the sponsorship following the event.
- 5 tickets to attend the event
- Opportunity to present award to winner
- Company Banner on Stage

## Supporting Sponsors (per award)

Starting from £600

- Logo on marketing materials that the Council produce (500 programmes)
- Page advertisement in the programme
- Be part of the judging panel
- Recognition as 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+ followers)
- 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
- 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 Manager

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# STEVENAGE FIREWORKS DISPLAY

Ignite your brand's presence by becoming a key partner in the spectacular Stevenage Fireworks Display! Presented and funded by Stevenage Borough Council, this thrilling event offers a unique sponsorship opportunity for your business.

Picture this: a free, family-friendly evening filled with the warmth of hot food and refreshments, creating unforgettable memories on a chilly winter night. Our state-of-the-art Fire One system orchestrates a mesmerising display, synchronising fireworks to a carefully curated musical soundtrack, enhancing the experience for over 25,000 attendees of all ages.

By sponsoring this event, your company aligns with a tradition that not only entertains but also

promotes safety. Supported by emergency services, our display significantly reduces private displays, minimising risks and incidents handled by the blue light services. Your sponsorship ensures the continuation of this beloved event, keeping Stevenage residents safe and entertained on Guy Fawkes night.

Join us in illuminating the night sky and capturing the attention of a diverse audience. Your company name will be prominently featured, reaching a mix of all ages at this family-oriented extravaganza. Seize the opportunity to make a lasting impact, associating your brand with the magic of fireworks and community celebration. Illuminate the night and let your brand shine as a proud supporter of the Stevenage Fireworks Display!

**Date:** Tuesday 5 November 2024


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


**Attendance:** 25,000+

## Contact details:

**Robbie Bratchell** - Corporate Events Manager

 **Email:** [Robbie.Bratchell@stevenage.gov.uk](mailto:Robbie.Bratchell@stevenage.gov.uk)

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 **Mobile:** 07702 916864



## Headline Sponsor

Starting from £1,500

- 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.
- 5 firework tickets to the VIP area





# STEVENAGE CHRISTMAS LIGHTS SWITCH ON

**S**tevenage 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 5:30pm, 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.

For 2024 we are looking for sponsorship specifically to book a "Star". Evidence from 2023 when Junior Andre was booked, showed the increase in footfall and spends in our town, with a festive and magical atmosphere through the event, from children and adults of all ages. We would like to keep and build on this momentum and your sponsorship and support would be immense appreciation, also helping support the local economy.

***"It looks like an amazing day was had by all at the Switch-on. Well done to you and your team! From a number of managers that I have been speaking with, they all had an amazing trading day and were definitely up"***

**Date:** Saturday 23 November 2024

**Location:** Event Island & Town Square, Stevenage, SG1 1BP

**Attendance:** 5,000+



## HEADLINE SPONSOR

### STARTING FROM £2,000

- Naming rights of the event e.g Stevenage Christmas Light Switch On Sponsored by 'your company name'
- Media/local press promotion
- Recognition of Sponsor on the PA announcement throughout the event.
- Stand to promote service/product
- Logo on backstage banner, with 'sponsored by your company name'
- Logo on town centre event banner
- Opportunity to put own merchandise / giveaways / freebies in our free goodie bags
- 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

## SUPPORTING SPONSORS

### STARTING FROM £750

- Logo on town centre event banner
- Opportunity to put own merchandise / giveaways / freebies in our free goodie bags
- Branding on print / online adverts
- Inclusion on social media channels
- Recognition as 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

## Contact details:

### Town Centre & Markets Team

- ✉ **Email:** [tcm@stevenage.gov.uk](mailto:tcm@stevenage.gov.uk)
- ☎ **Telephone:** 01438 242184
- 📱 **Mobile:** 07702 916907



# TOWN CENTRE EVENTS

**S**tevenage 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](mailto:tcm@stevenage.gov.uk)

This year, we would like to try holding larger events and longer static pieces. Evidence shows that this draws an attraction with visitors and local community; and we are specifically looking for funding to deliver a Summer Beach and Christmas Circus. Sponsoring these types of events will support our local business economy and create positive and memorable shopper experiences here in Stevenage Town Centre.

## Headline Sponsor

### Starting from £1,000

- Naming rights of the event e.g Jobs Fair Sponsored by 'your company name'
- Mention in any media/ local press promotion
- Logo on town centre event banner
- Stand to promote service/product
- Branding on print / online adverts
- Inclusion on social media channels
- 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

## Supporting Sponsors

### Starting from £300

- Branding on print / online adverts
- Inclusion on social media channels
- Recognition as sponsor on the Stevenage Borough Council & Stevenage town centre websites including name and website address.
- Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ 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

## Contact details:

### Town Centre & Markets Team

- ✉ **Email:** [tcm@stevenage.gov.uk](mailto:tcm@stevenage.gov.uk)
- ☎ **Telephone:** 01438 242184
- 📱 **Mobile:** 07702 916907

## Dates for 2024:

All You Need is Love – 17 February  
Big Summer Screen - 13-14 July  
Play Day – 8 August  
Animal Crackers – 16 August  
Get Active – 7 September  
Halloween-Tastic – 26 October  
Christmas Market - 16 November -  
31 December 2024







# EVENT ISLAND

**E**vent Island is a key part of 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); and Desire line artwork.

During 2023, the space became the focus of our event delivery. From Council run event, to community led events. To name a few of our fantastic Community led events:

- Barrio Fiesta
- Peculiar Markets
- Carnival of stars

Should you be interested in either using or sponsoring our performance area or event space then please email [eventisland@stevenage.gov.uk](mailto:eventisland@stevenage.gov.uk)

## Contact details:

**Town Centre & Markets Team**

✉ **Email:** [tcm@stevenage.gov.uk](mailto:tcm@stevenage.gov.uk)

☎ **Telephone:** 01438 242184

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### Dates for 2024:

#### Monthly Kid Zone series:

11 February, 17 March, 14 April, 12 May, 9 June, 14 July, 8 September, 13 October, 10 November

#### Monthly Thirsty Thursday series:

29 February, 28 March, 25 April, 23 May, 27 June, 25 July, 26 September, 24 October, 28 November

#### Monthly What's in your town series:

16 February, 15 March, 19 April, 17 May, 21 June, 19 July, 16 August, 20 September, 18 October, 15 November

#### Movement in Mental Health Awareness Week, 13 - 19 May

#### Euro Cup Screenings:

16, 20 & 25 June

#### Wimbledon Screening:

13 & 14 July

**Barrio Fiesta:** 27 July





# STEVENAGE OLD TOWN CHRISTMAS LIGHTS SWITCH-ON

**S**park the festive spirit and be the shining star at the Stevenage Old Town Christmas Lights Switch-On, the ultimate kickoff to the holiday season in the Old Town! Picture this: a dazzling event that brings together the community with live performances from local groups and church choirs on the music stage.

In collaboration with Stevenage Borough Council and the Stevenage Old Town Business and Community Partnership, this celebration is not only festive but also a fantastic sponsorship opportunity for your business. Picture your brand in the spotlight as the Mayor of Stevenage presses the switch at the Bowling Green, turning on the enchanting Christmas lights. This event, attended by over 1000 people, is a highlight in the Old Town Calendar.

By sponsoring this spectacle, your brand will have unparalleled visibility, reaching a diverse audience of all ages. Families flock to this free event, making it the perfect platform for your business to be seen and heard. Seize this opportunity to amplify your brand during the most magical time of the year and become an integral part of the Stevenage Old Town Christmas Lights Switch-On!

## Headline Sponsor

Starting from £750

- Naming rights of the event e.g Stevenage Old Town Christmas Light Switch On Sponsored by 'your company name'
- Media/local press promotion
- 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

## Contact details:

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# Chronicle

Autumn 2022

Stevenage Borough Council's quarterly residents' magazine



TRANSFORMING OUR TOWN



WHAT'S ON

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



ANNUAL REPORT 2021-22



MORE AFFORDABLE AND SOCIAL HOUSING

What are 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.

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

## Contact details:

Communications and Marketing team

Email: [communications@stevenage.gov.uk](mailto:communications@stevenage.gov.uk)

Telephone: 01438 242168

**Thank you Ma'am**

During her reign, the late Queen Elizabeth II made a number of visits to Stevenage.

She visited in 1962, six years after the Corporation. She officially opened the new town and visited Stevenage High and Longmeadow School during her visit, much to the excitement of schoolchildren and families across the town.

Since the official opening of Stevenage new town in 1959 by Queen Elizabeth II, we have had the honour of welcoming Her Majesty on a number of occasions.

She returned in 2012 during our Diamond Jubilee Day. Thousands turned out to show respect for the 60th birthday of the Queen - where she officially opened the new Diamond Jubilee railway link.

On Monday 19 September 2022, the world paid a final farewell to Queen Elizabeth II with a state funeral and military procession.

Thank you Ma'am for your service.

# 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](mailto:info@cpmedia.co.uk)