



Event Sponsorship 2022



“The heart of a town lies in its people”



Why sponsor an event in Stevenage?

Stevenage boasts a strong economy and has been ranked as the second-best place in the UK to start a business outside of London¹. Stevenage is home to many large corporations such as GlaxoSmithKline, Airbus, MBDA, Fujitsu, IET 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 prime commuter belt, ideally located just 30 miles north of London and has fantastic train links to London, the north and Scotland. Stevenage also has excellent road links via the A1(M) and M25 and is close to Luton, Stansted and Heathrow airports as well as the University of Hertfordshire.

The town is home to many thriving communities whilst maintaining 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:
88100 (2020 ONS Estimates)

Households:
34898 (2011 Census)

Footfall:
33,000 on average per week across the town centre. A commuter town, with high earning professionals visiting daily.

Business in Stevenage:
3225 enterprises & 3890 local units (Inter Departmental Business Register, ONS 2020)

Investment in regeneration, infrastructure & business:
£1 billion investment in Stevenage

Sources: 1) research from Tide, showing the British Entrepreneurial Index.

Our event sponsorship programme:

Stevenage Borough Council has been organising community events for over 25 years for the enjoyment of local people and visitors from surrounding areas. 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 Fairland's Valley Park (25,000 attendees) and our large town event 'Stevenage Day' that attracts over 30,000 local people.

Stevenage town centre also hosts a range of events from our annual Armed Forces Day, Christmas Light Switch On and International Day to celebrating local culture and heritage at Stevenage International Day. In addition, we host several family focused activities and workshops in the town square and at the indoor market to ensure our shoppers and visitors regularly have something to enjoy whilst shopping in our 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. We also have the Loyalfree app where people can find out about social events and inform residents about events through council publications and council 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 help 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 SBC events can be tailored as required and package sponsorship deals are available across all SBC events.** Please contact the team for information and guidance.

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk


 **Telephone:** 01438 242868

 **Mobile:** 07702 916864

Town centre & markets team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907



Stevenage Day

Every June, Stevenage comes together to celebrate the town at the King George V Playing Field. Stevenage Day event highlights include a main show arena, electric and acoustic sound stages, children rides, activities and shows. There are also charity stallholders, a licensed bar and several food vendors with a selection of international cuisine on sale at the event.

Performances take place throughout the day across our two music stages and main arena from many different performers across the Stevenage community and beyond. Rides, catering units and the bus bar are available throughout the day for local people and visitors to enjoy.

Stevenage Day is the biggest event of the year, with an estimated figure of over 30,000 people attending and over 200 stall holders on the day. Your sponsorship enables the community to attend an event which celebrates Stevenage as a town and as a community. The event enables over 50 local charities the opportunity to raise important funds to continue their amazing work. Your sponsorship will be recognised as supporting the local community and your brand will reach a mix of all ages given that Stevenage Day is a family focused event.

Date: Sunday 12 June 2022

Location: King George V Playing Field,
Sish Lane, Stevenage, SG1 3LS

Attendance: 30,000+





Headline Sponsor	Supporting Sponsors
Starting from £3000	Starting from £750
Naming rights of the event e.g Stevenage Day Sponsored by 'your company name'	Logo on marketing materials that the council produce (1000 programmes)
Logo on marketing materials - 1000 Stevenage Day event programmes	1 page advertisement in the programme
1 page advertisement in the programme	Recognition as sponsor on the Stevenage Borough Council website including name and website address.
Logo with onsite banner around the main arena and 1-2 park entrances	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+)
Central marquee or stand to promote service/product	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Recognition as lead sponsor on the Stevenage Borough Council website including name and website address.	Name, logo and link (where applicable) on all press releases
Social media promotion via Stevenage Borough Council Facebook Account (8800+ followers) and Twitter pages (9500+ 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)

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** 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 take our annual celebration of Armed Forces Day with pride. 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, attracting higher attendance and footfall, and in turn, enable participating charities to raise more money for important charitable work with our armed forces. 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.

Date: Saturday 25 June 2022

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

Attendance: 1,000+






Headline Sponsor	Supporting Sponsors
Starting from £1,500	Starting from £500
Naming rights of the event e.g Armed Forces Day Sponsored by 'your company name'	Branding on print / online adverts
Mention in any media/ local press promotion	Inclusion on social media channels
Logo on town centre event banner	Recognition as sponsor on the Stevenage Borough Council & Stevenage town centre websites including name and website address.
Stand to promote service/product	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers); and Stevenage Town Centre social media accounts
Branding on print / online adverts	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Inclusion on social media channels	Name, logo and link (where applicable) on all press releases
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 (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 positioned as lead sponsor	

Contact details:

Town centre & markets team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907



Stevenage International Day

Stevenage International Day is in its fourth year. This popular and lively event celebrating music, arts, fashion and food from different cultures brings 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 are always on their feet participating.

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 need 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.

Date: Saturday 15 October 2022

Location: Town Square,
Stevenage, SG1 1BP

Attendance: 1,000+







Headline Sponsor	Supporting Sponsors
Starting from £1,000	Starting from £250
Naming rights of the event e.g. Stevenage International Day Sponsored by 'your company name'	Branding on print / online adverts
Mention in any media/ local press promotion	Inclusion on social media channels
Logo on town centre event banner	Recognition as sponsor on the Stevenage Borough Council and Stevenage town centre websites including name and website address.
Stand to promote service/product	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers); and Stevenage Town Centre social media accounts
Key Sponsorship PA announcements throughout the event.	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Branding on print / online adverts	Name, logo and link (where applicable) on all press releases
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 (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 positioned as lead sponsor	

Contact details:

Town centre & markets team

 **Email:** tcm@stevenage.gov.uk

 **Telephone:** 01438 242184

 **Mobile:** 07702 916907

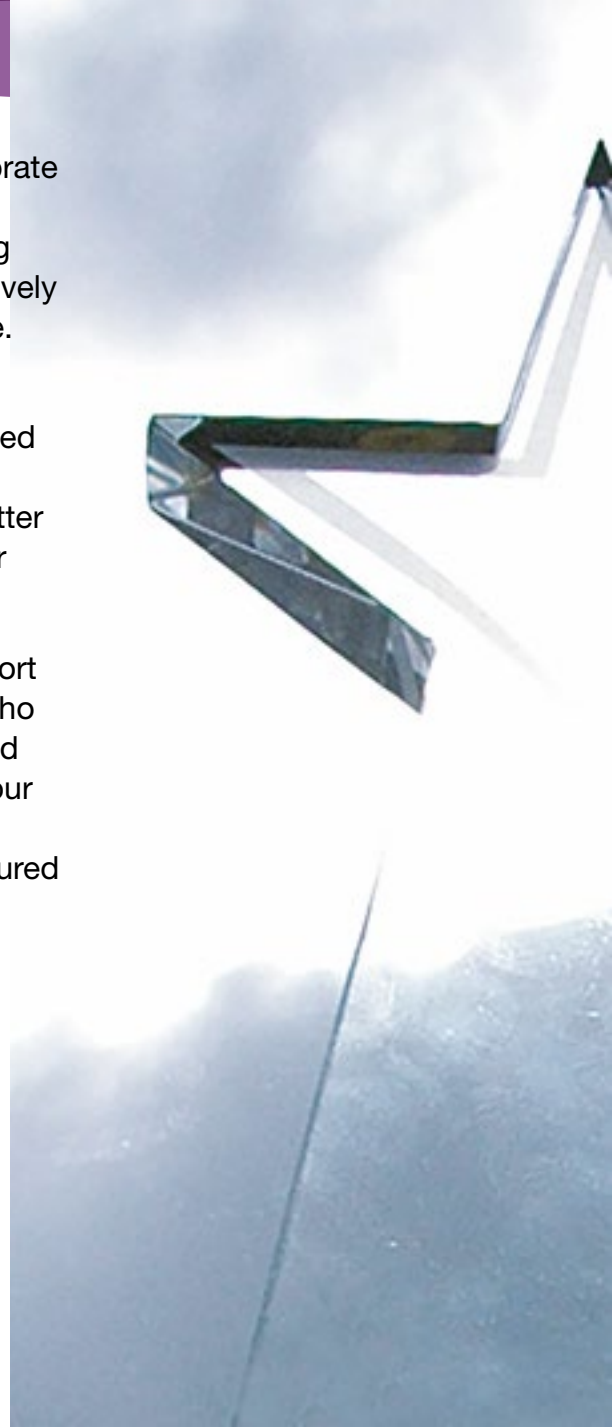


Pride of Stevenage Awards

Every year Stevenage Borough Council is proud to celebrate local heroes in Stevenage and the great things they do for our community. These unsung heroes are the driving force behind what makes our community stronger whilst actively promoting inclusivity, diversity and fairness within Stevenage.

2022 marks the fourteenth year of the awards where the council has championed some of these efforts. We are pleased to continue the tradition of recognising local people and organisations who give their time and energy to make life better for those around them, reflecting the cooperative spirit of our town.

This event gives your business a unique opportunity to support the tradition of recognising local people and organisations who give their time and energy to make life better for those around them, reflecting the cooperative spirit of our town. Putting your name to this event or a certain award category shows your business supports the local community. The awards are featured in local press too, and talked about on SG1 radio.



Date: Saturday 29 October 2022
Location: Gordon Craig Theatre,
Stevenage SG1 1LZ
Attendance: 200+




Headline Sponsor	Supporting Sponsors <small>(per award)</small>
Starting from £1,500	Starting from £500
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)
Logo on marketing materials that the Council produce (500 programmes)	Page advertisement in the programme
Page advertisement in the programme	Be part of the judging panel
Be part of the judging panel	Recognition as sponsor on the Stevenage Borough Council website including name and website address.
Central marquee or stand to promote service/product to event guests	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers)
Recognition as lead sponsor on the Stevenage Borough Council website including name and website address.	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers)	Name, logo and link (where applicable) on all press releases
Recognition of key sponsorship at the event.	Photos to promote the sponsorship following the event.
Right to use event name and logo in conjunction with sponsorship in all advertising before event	5 tickets to attend the 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	

Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

 **Telephone:** 01438 242868

 **Mobile:** 07702 916864



Stevenage Fireworks Display

Stevenage Fireworks Display is run and funded by Stevenage Borough Council. It is a free event with members of the public enjoying the variety of hot food and refreshments vendors to keep themselves warm on a cold autumn evening.

The council operates the show via its Fire one system where music is programmed into the system allowing the fireworks to be set off automatically without the use of personnel to fire them. Given the nature of the event and the experience of previous years, it is expected that over 25,000 people from all ages will attend.

Stevenage Firework Display is supported by the emergency services as the event significantly reduces the number of private displays and mitigates the overall risk and number of incidents that the blue light services deal with. Your sponsorship will allow us to continue to deliver the display to the people of Stevenage whilst keeping everyone safe on Guy Fawkes night. Your company name will be reaching a mix of all ages given the family orientated event.

Date: Saturday 5 November 2022
Location: Fairland's Valley Park,
Six Hills Way, Stevenage, SG2 0BL
Attendance: 25,000+



Headline Sponsor

Starting from £2500

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 (8800+ followers) and Twitter pages (9500+). 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.




Contact details:

Robbie Bratchell - Corporate Events Officer

 **Email:** Robbie.Bratchell@stevenage.gov.uk

 **Telephone:** 01438 242868

 **Mobile:** 07702 916864



Stevenage Christmas Light Switch On

Stevenage Christmas Light Switch On takes place in 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, from meeting Santa, reindeers, snow globes, free goody bags, free face painting, fair rides and more; the day is loved and popular with our locals 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 6pm, with a fabulous firework and the launch of our Christmas market. The council use this event to promote our local artists and performers, whilst at times, having headline acts to close the event; from Heather Small (lead singer of the band M People), Chris Day (ex-Stevenage Football Club goal keeper), to Gabz (Britain's Got Talent Finalist).

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.

Date: Saturday 26 November 2022

Location: Town Square, Stevenage, SG1 1BP

Attendance: 4,000+



Headline Sponsor Starting from £2,000	Supporting Sponsors Starting from £750
Naming rights of the event e.g Stevenage Christmas Light Switch On Sponsored by 'your company name'	Logo on town centre event banner
Mention in any media/ local press advertisement	Opportunity to put own merchandise / giveaways / freebies in our free goodie bags
Recognition of sponsor on the PA announcement throughout the event.	Branding on print / online adverts
Stand to promote service/product	Inclusion on social media channels
Logo on backstage banner, with 'sponsored by your company name'	Recognition as sponsor on the Stevenage Borough Council and Stevenage town centre websites including name and website address.
Logo on town centre event banner	Social media promotion via Stevenage Borough Council Facebook account (8800+ followers) and Twitter pages (9500+ followers); and Stevenage Town Centre social media accounts
Opportunity to put own merchandise / giveaways / freebies in our free goodie bags	Right to use event name and logo in conjunction with sponsorship in all advertising before event.
Branding on print / online adverts	Name, logo and link (where applicable) on all press releases
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 (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 positioned as lead sponsor	

Contact details:

Town centre & markets team

 **Email:** tcm@stevenage.gov.uk
 **Telephone:** 01438 242184
 **Mobile:** 07702 916907

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