

20
23

EVENT SPONSORSHIP OPPORTUNITIES

 Visit **Sandwell**



ABOUT US



Sandwell Council hosted the Queen's Baton Relay for a day as it visited 72 countries including 180 UK communities.

Sandwell had the highest attended event in the world with over 40,000 people joining the celebrations



In 2022, 250,000 people attended events in the Borough



8,000 people attended the sell out Fireworks evening in 2022



Christmas Light switch on events saw their highest ever turnouts with over 10,000 people attending



For over a decade, Sandwell has been home to some of the region's best loved events including the largest Mela celebration in Europe

Sandwell has a growing reputation for hosting high quality events and is establishing itself as a sub-regional destination.

In 2022 the area hosted its largest ever programme of events, attracting large audiences across green spaces, parks, venues, streets and event spaces

Customer loyalty is high in the area and repeat visitor numbers to events are high. It is anticipated that audiences will grow in 2023.

Sandwell has a rising population increasing by 11% between the 2011 and 2021 censuses (6.9% England and Wales)

The proportion of population between 20 and 65 has grown faster than England and Wales averages and makes up 56.8% of the population in the Borough

The proportion of residents aged 30-49 is much higher than England and Wales

SPONSORSHIP BENEFITS

**DIRECT
ENGAGEMENT
WITH AN
AUDIENCE WITH
AN AUDIENCE
ACTIVELY
ENGAGED IN A
"FEEL GOOD"
ACTIVITY**

**ALIGNING YOUR
BRAND WITH
BELOVED AND
HIGH-QUALITY
EXPERIENCES**

**ALIGNING YOUR
BRAND TO KEY
CONSUMER
VALUES SUCH AS
HEALTHY AND
ACTIVE LIVING,
MAKING
MEMORIES, AND
EMBEDDING
FAMILY AND
FRIENDSHIP
RELATIONSHIPS
THROUGH SHARED
EXPERIENCES**

**CONFIDENCE
THAT BY
SPONSORING A
LOCAL AUTHORITY
COUNCIL EVENT,
SPONSORSHIP
FULFILMENT WILL
BE DELIVERED TO
THE HIGHEST
STANDARD**

**FORMING AN
ASSOCIATION AND
PARTNERSHIP
WITH A TRUSTED
FRIEND IN THE
FORM OF A LOCAL
AUTHORITY/
COUNCIL**

**DEVELOPING
LARGE SCALE
BRAND
RECOGNITION**

**SATISFACTION
THAT YOUR
SUPPORT IS
MAKING A
POSITIVE IMPACT
IN A FAST-
GROWING LARGE
COMMUNITY**

**EXPOSURE TO A
LARGE CAPTIVE
AUDIENCE**

**BECOMING A
STAKEHOLDER IN
HELPING US
DEVELOP OUR
EVENTS
PROGRAMMING,
WORKING
TOGETHER TO
PRODUCE
BEAUTIFUL
EVENTS FOR
AMAZING
AUDIENCES**

KEY EVENTS IN 2023



EUROVISION 2023 MAY 13

We are going Eurovision crazy and bringing the people of Sandwell and beyond with us.

Live Eurovision broadcast, fun, dancing, competitions, games, food and a banging playlist of our best-loved former Eurovision favourites from Making Your Mind Up to Waterloo.

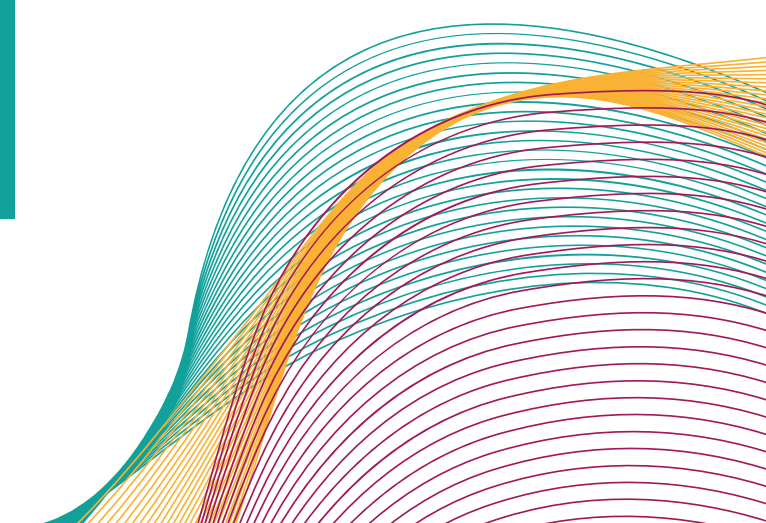
Dressing up is strongly encouraged. Guaranteed to be a douze points night.

CHILDREN'S FESTIVAL MAY 26 - MAY 28

Our biggest ever family event.

A two-day event featuring TV stars, music, children's theatre, street entertainers, fire pits, circus performers, storytelling, steel pan and Bollywood workshops and more!

Visitors can keep the fun going by staying in our onsite festival campsite!



KEY EVENTS IN 2023



NATIONAL PLAY DAY AUGUST 2

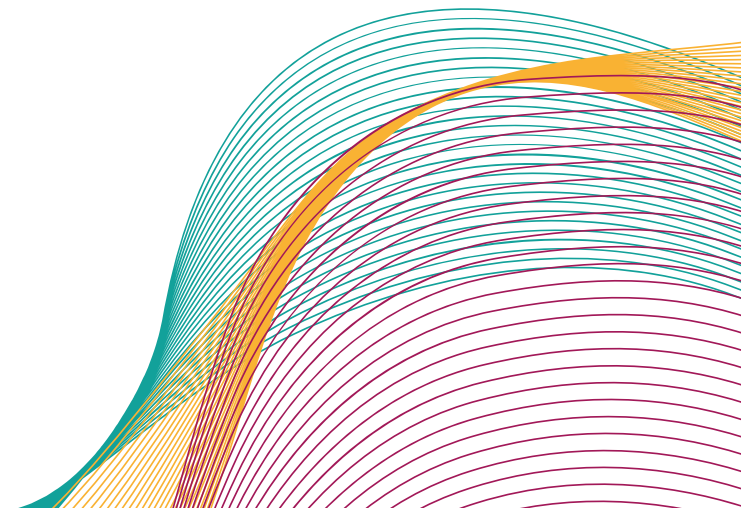
National Play Day is a free to attend event attracting around 3,000 families and features a whole host of innovative opportunities to get involved in play.

This is a day of celebration of the importance of play which helps children develop relationships, be physically and mentally healthy, learn and overcome challenges.

PICNIC MOVIES AUGUST 19 - AUGUST 20

Two evening singalong movie showings with dancing, prizes and audience participation along with a matinee family viewing.

Bring a picnic, grab your dancing shoes and relive every moment of the world's best loved films.



KEY EVENTS IN 2023



SANDWELL DOG FAIRS APRIL 15 AND AUGUST 5

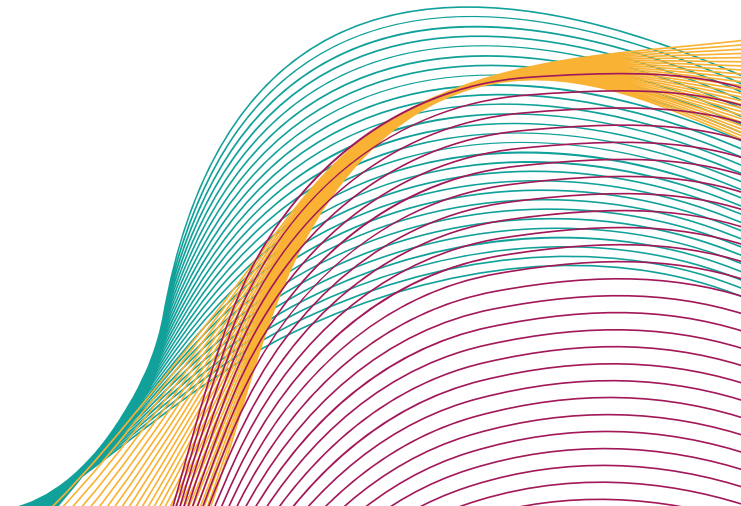
The Midlands area has one of the highest rates of dog ownership in the UK. Thousands of dog owners and dog lovers live in Sandwell and our abundance of green spaces make for perfect dog walking country.

Following our trialling of small dog friendly events in 2022, we are hosting Dog fairs in our two most popular dog walking area – Sandwell Valley Country Park and Lightwoods park and Garden.

SANDWELL HALF MARATHON OCTOBER 15

Due to the success of a number of run races and sporting events in Sandwell, the area is hosting its first half marathon. This will not only meet local demand for this type of event but will grow year on year.

Starting and finishing at the stunning Sandwell Valley, the route will be a mix of scenic country park running and road racing.



KEY EVENTS IN 2023



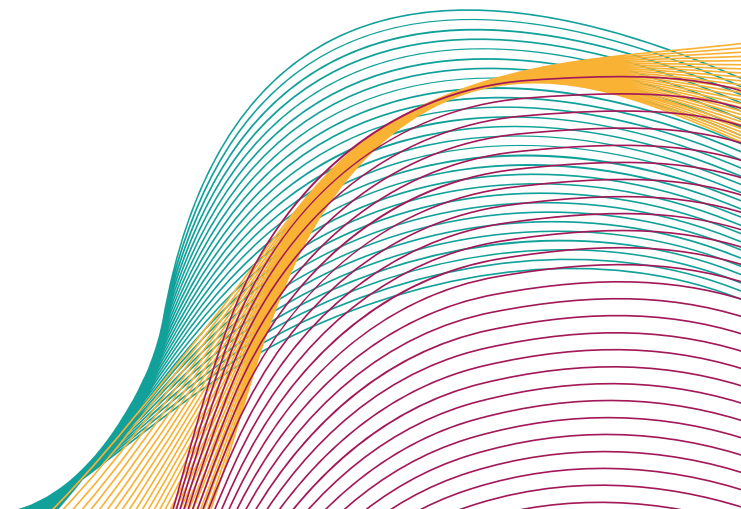
SANDWELL PLAY BY NIGHT NOVEMBER 3

Our Play by Night evening gives thousands of families the opportunity to join us in our illuminated park with lit up adventure playground for family fun.

There's a raft of stage entertainment including TV stars, children's theatre, crafts, street entertainers, food and drink all at a time of year when children are usually unable to enjoy outside evening play.

SANDWELL FIREWORKS EVENING NOVEMBER 4

Our sell out fireworks evening is one of the biggest displays in the region with a packed programme of stage entertainment, food zones, shopping zone, large fair rides and of course an enormous choreographed display of pyrotechnics.



KEY EVENTS IN 2023



SANDWELL CHRISTMAS LIGHT SWITCH ONS VARIOUS NOVEMBER AND DECEMBER

With six separate towns in Sandwell, there are plenty of opportunities to get involved with a Christmas light switch on.

Our communities love them with our biggest attendances joining us in Wednesbury and Blackheath to join in on the festivities. The events feature high quality stage entertainment, involvement from community groups and lots of festive spirit!

TYPES OF SPONSORSHIP

MAIN SPONSOR

Name in Event Title - eg Sandwell Camping Festival sponsored by (Company name)

Main Stage company name and branding

Branded premium viewing VIP area with drinks reception and canapes for up to 40 people

VIP tour of the event for the above group

Branded scrim on pedestrian barriers (minimum 40 pieces)

Promotional stand space in a key location in the event area

Main event entry point branding

Company name and logo placements on websites and social media

Logo in Autumn Winter What's On guide (delivered to 134,000 households)

Stage Announcements (minimum 5)

Logo included in event communications and PR

Brand alignment to a high quality, healthy events with a mass participation audience

Twenty free standard event tickets

TYPES OF SPONSORSHIP

PARTNER SPONSOR

Logo on Main Stage branding

VIP area tour of the event for up to 15 people with drinks reception

Branded scrim on pedestrian barriers (minimum 20 pieces)

Promotional stand space in a key location in the event area

Main event entry point branding

Company name and logo placements on websites and social media

Logo in Autumn Winter What's On Guide (delivered to 134,000 households)

Stage Announcements (minimum 3)

Logo included in event communications and PR

Featured on our event entrance 'Our Sponsors Today' board

Brand alignment to a high quality, healthy events with a mass participation audience

Ten free standard event tickets

TYPES OF SPONSORSHIP

ARENA SPONSOR

Branded scrim on pedestrian barriers encircling arena

Promotional stand space in a key location in the event area

Logo on Main Stage branding

Promotional stand space in a key location in the event area

Main event entry point branding

Company name and logo placements on websites and social media

Logo in Autumn Winter What's On Guide (delivered to 134,000 households)

Stage Announcements (minimum 3)

Logo included in event communications and PR

Brand alignment to a high quality, healthy events with a mass participation audience

Ten free standard event tickets

TYPES OF SPONSORSHIP

PLATINUM SPONSOR

Promotional stand space in a key location in the event area

Company name and logo placements on websites and social media

Banner space within event arena

Featured on our event entrance 'Our Sponsors Today' board

Main event entry point branding

Stage Announcements (minimum 1)

Logo included in event communications and PR

Brand alignment to a high quality, healthy events with a mass participation audience

Five free standard event tickets

TYPES OF SPONSORSHIP

GOLD SPONSOR

Company name and logo placements on websites and social media

Banner space within event arena

Featured on our event entrance 'Our Sponsors Today' board

Stage Announcements (minimum 1)

Logo included in event communications and PR

Brand alignment to a high quality, healthy events with a mass participation audience

Three free standard event tickets

SILVER SPONSOR

Company name and logo placements on websites and social media

Featured on our event entrance 'Our Sponsors Today' board

Stage Announcements (minimum 1)

Brand alignment to a high quality, healthy events with a mass participation audience

Two free standard event tickets

TYPES OF SPONSORSHIP

VEHICLE DEALERSHIP AND PRODUCT LAUNCH PACKAGES

MOST OF OUR EVENTS HAVE SPACE TO ACCOMODATE PRODUCT LAUNCHES AND SHOWCASES OF VEHICLE DEALERSHIPS. OUR PACKAGE INCLUDES:

Dedicated premium exhibition space within the event area

Stage Announcements (minimum 1)

Logo placements on websites and social media

Brand alignment to a high quality, healthy events with a mass participation audience

TYPES OF SPONSORSHIP

MAIN SPONSOR - HALF MARATHON

Name in Event Title - eg Sandwell Half Marathon sponsored by (Company Name)	Logo in Autumn Winter What's On guide
Finish line Gantry branding	Stage branding
Finish line branded scrim on pedestrian barriers (minimum 40 pieces)	Stage Announcements (minimum 5)
Finish line stand in Victory Village	Name and Logo on Winners Shirt
Race Programme advert	Name and Logo on Winners bag and opportunity to insert marketing materials
Logo placements on websites and social media	Logo included in race communications and PR
Logo on race bibs	Brand alignment to a high quality, healthy events with mass participation audience
Roadway pedestrian barrier scrim (minimum 30 pieces)	Ten free race entries

TYPES OF SPONSORSHIP

RACE PARTNER - HALF MARATHON

Finish line Gantry branding	Stage logo
Pre-finish line branded scrim on pedestrian barriers (minimum 30 pieces)	Stage Announcements (minimum 3)
Finish line stand in Victory Village	Logo on Winners Shirt
Race Programme advert	Logo on Winners bag and opportunity to insert marketing materials
Logo placements on websites and social media	Logo included in race communications
Logo on race bibs	Brand alignment to a high quality, healthy events with mass participation audience
Logo in Autumn Winter What's On guide	Four free race entries

RACE BAG SPONSOR - HALF MARATHON

Stage Announcements (minimum 3)	Name and Logo on Winners bag and opportunity to insert marketing materials
Logo placements on websites and social media	Logo included in race communications
Finish line stand in Victory Village	Brand alignment to a high quality, healthy events with mass participation audience
Branded Race Bag Collection Point	One free race entries

SANDWELL AUTUMN AND WINTER WHAT'S ON GUIDE ADVERTISERS



The Autumn and Winter What's On guide is letterbox distributed to 134,000 households in the Borough.

In addition, it is published online as a flipbook.

Advertising opportunities include:

Full Page

Half Page

Quarter Page

Page Sponsor

LET'S WORK TOGETHER

We love building relationships and bringing new people into our amazing events.

Please get in touch to find out how we can work together and to discuss other types of sponsorship available.

event_enquiries@sandwell.gov.uk

