



IN THE PARTY PARK 2022



**STORTFORD
HEROES**

**SAT 16TH JULY 2022 | SWORDERS FIELD, BISHOP'S STORTFORD
2PM UNTIL LATE**

SPONSORSHIP PACKAGES

ABOUT THE EVENT

★ Free to attend ★ Community-based ★ Non-commercial ★

Stortford Heroes - Party in the Park is an event like no other, being free to attend, community-based and non-commercial.

Any funds generated will go directly to charities in our local community. The event will be a music festival at its core, with multi-faceted forms of entertainment that are inclusive for the whole family.

Significant marketing activity

We're undertaking significant marketing activities in our local community as we reach out for performers, volunteers, donors, sponsors, and above all the community heroes we want to celebrate. Being free to attend we expect ticket demand to be very high, and we anticipate generating a huge amount of interest and exposure for our sponsors.

Public sentiment for heroes is very high

Public sentiment towards recognising community heroes is very high, particularly since they worked so hard during the pandemic. The level of press coverage we've received tells us that rewarding community heroes is a message that really resonates with people and gains good press interest.

BBC coverage

BBC Radio presenters will be attending on the day, and the BBC news team have expressed interest in covering the event too. The event will also be live streamed across social media channels



A FREE COMMUNITY EVENT

A non-commercial ethos lies at the heart of this event, being funded by the community, for the community. However, as a free-to-attend event that's funded by donors, sponsors and volunteers, we will do everything we can to maximise our sponsors' exposure. This will include social media, cross-promotional blogs, banner displays, and all event PR and publicity.

It is also worth mentioning that as a non-commercial charitable event all money donated by sponsors goes to either funding the event itself or to the good causes we are raising money for.

As the organisers, ITVET have pledged a sizeable amount of money, time, and resources to promote and stage the event. We anticipate the attendance will be up to a 4000 capacity. We also have some big-name acts lined up which will make this a significant and prominent event for Bishop's Stortford and the surrounding areas.

★ Sponsorship Opportunities ★

- Social media
- Blogs
- Banner displays
- PR
- Advertising
- News coverage
- Local groups
- Drone & video
- Live streaming





GIVING BACK TO OUR COMMUNITY

You can probably tell from the nature of the event that ITVET has a strong philanthropic focus. We have a number of aims which we hope to achieve, all of which are beneficial to our local and wider communities and the charities and good causes which operate therein.

Corporate sustainability and responsibility

As part of this, we will be looking to partner with like-minded companies and individuals who share the same ideals and values, with regards to putting back into the local community, along with corporate sustainability and responsibility across the whole spectrum of their business activities and operations.

Attracting companies with like-minded values

These values will be at the core of our decision-making when it comes to sponsors, partners, and suppliers, rather than how much a company is willing to donate or charge. This means that we may be able to offer reduced sponsorship pricing for companies that share similar values and demonstrate them in their business model.

Delivering an environmentally friendly event

This philosophy will be threaded all the way through the event as we are determined to make it as sustainable and environmentally friendly as possible.

HEADLINE PLATINUM

Sponsorship Package

There is only one headline Platinum sponsorship opportunity, and this will have maximum brand exposure across all our marketing channels and the event itself. This will be a considerable amount of exposure as we have pledged a sizeable amount of money to promote and stage the event.

We anticipate that the attendance will be up to a 4000 capacity, and we have some big-name acts lined up which will make this a significant and prominent event for Bishop's Stortford and the surrounding areas.

On-going Sponsorship

Initial press release announcing your company's sponsorship.

Stortford Heroes website - Company logo will be on every page & a special sponsorship section with an "About our Sponsor" brand profile page.

Social media feeds - A considerable amount of marketing output will go via social media. This has started already & will be greatly increased as the event nears & acts/sponsors are announced.

Printed media, flyers, banners etc.

TV/Video interviews.

Event branding - Headline sponsor will be displayed where possible.

Radio interviews - We will try to mention our headline sponsor in any radio interviews about the event.

Spotlight blog article and press release.

Emails - A vast number of communications will go out via email, this will be branded and include the headline sponsor's logo.

Ticketing - This will be carried out via our website with digital tickets being emailed out, and will include our headline sponsor's logo.

At the Event

Banners and printed materials - Prominent headline sponsor logo around the event and stages including brand profile page.

Regular announcements - Giving thanks to our sponsors with special emphasis on our headline sponsor.

LED screens - Branding displayed prominently in various outputs, videos, presentations, etc.

Introduce an artist - Short speech outlining why your company decided to be the headline sponsor.

Hero gift packages - Branding included.

Exhibition stand space - (stand not included) to promote your company.

10 VIP tickets - With free hospitality and backstage access.

Meet and greet - Your choice of performer.

COST OF HEADLINE PLATINUM SPONSORSHIP £4,950.00



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PREMIER GOLD

Sponsorship Package

There will be just 3 Premier Gold sponsors, which will provide significant exposure for your brand across all our marketing channels and the event itself. Premier Gold sponsorship will include:

On-going Sponsorship:

Initial press release announcing your company's sponsorship.

Stortford Heroes website - Company logo will be on every page & a special sponsorship section with an "About our Sponsor" brand profile page.

Social media feeds - A considerable amount of marketing output will go via social media. This has started already & will be greatly increased as the event nears & acts/sponsors are announced.

Printed media, flyers, banners, etc.- Logo appears where appropriate on multiple forms of printed media.

TV/Video interviews.

Emails - A vast number of communications will go out via email, Premier sponsor's logos will be included.

At the Event:

Banners and printed materials- Logo displaying prominently around the event and stages.

Digital event programme - Each sponsor will have a dedicated page.

Regular announcements - Giving thanks to our sponsors.

LED screens - Branding displayed prominently in various outputs, videos, presentations, etc.

5 VIP tickets - With free hospitality and backstage access.

COST OF PREMIER GOLD SPONSORSHIP £1,950.00

SILVER SPONSOR

Sponsorship Package

Silver sponsorship can be attained either by a monetary donation or by providing goods or services up to the value of and will provide good exposure for your brand across all our marketing channels and the event itself. Silver sponsorship will include:

On-going Sponsorship:

Initial press release announcing your company's sponsorship.

Stortford Heroes website - Company logo will be displayed in the Silver sponsor's section, with an "About our Sponsors" brand profile.

6 mentions (minimum) in social media feeds- A considerable amount of marketing output will go via social media. This has started already & will be greatly increased as the event nears & acts/sponsors are announced.

Printed media, flyers, banners, etc.- Logo appears where appropriate for Silver members in a number of different printed media.

At the Event:

Banners and printed materials- Silver sponsor logos around the event and stages.

Digital event programme - Inclusion in sponsors page.

Regular announcements - Giving thanks to our sponsors.

LED screens - Branding displayed prominently in various outputs, videos, presentations, etc.

2 VIP tickets - With free hospitality and backstage access.

COST OF SILVER SPONSOR PACKAGE £750.00



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BRONZE SPONSOR

Sponsorship Package

Bronze sponsorship can be attained either by a monetary donation or by providing goods or services up to the value of and will provide good exposure for your brand across all our marketing channels and the event itself. Bronze sponsorship will include:

On-going Sponsorship:

Initial press release announcing your company's sponsorship.

Stortford Heroes website - Company logo will be displayed in the Bronze sponsors section.

2 mentions (minimum) in social media feeds - A considerable amount of marketing output will go via social media. This has started already & will be greatly increased as the event nears & acts/sponsors are announced.

Printed media, flyers, banners, etc. - Logo appears where appropriate for Bronze sponsors in a number of different printed media.

At the Event:

Banners and printed materials - Bronze sponsor logos around the event.

Digital event programme - Inclusion in sponsors page.

Regular announcements - Giving thanks to our sponsors.

LED screens - Branding displayed prominently in various outputs, videos, presentations, etc.

1 VIP tickets - With free hospitality and backstage access.

COST OF BRONZE SPONSOR PACKAGE £395.00

1M X 2M BANNER

Sponsor a banner

At the event

A huge 1 x 2 metre banner that's fully dedicated to promoting your company. No other logos, just yours!

Social media promotion

You will receive a shout out on our social media channels when you become a sponsor.

Website sponsors page

This package includes your logo being listed on the main sponsors page on the Stortford Heroes website. Artwork is to be supplied to us.

COST OF 1M X 2M BANNER SPONSORSHIP £250.00



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GET IN TOUCH WITH US!

stortfordheroes.co.uk

