

# Bonfire & Fireworks 2010 at Quex Park



**Sponsorship Opportunities 6<sup>th</sup> November**

# Bonfire & Fireworks 2010 at Quex Park

## Why be involved?

- The event attracted over 7,000 visitors in 2009 (2,000 in 2008)
- Visitors come from London, Medway Towns, Hertfordshire and abroad as well as the local area
- Aimed at the community the majority of visitors are couples aged between 30 – 60
- A fantastic opportunity for brand awareness and exposure to all visitors to the event
- 40' bonfire, live music, funfair and of course fantastic fireworks
- A great and safe evening out for all the family





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## Sponsorship Opportunities

We have put together some packages and have detailed them over the next few pages

Please note the packages are by no means exhaustive and are purely meant as a guide. Most of our packages are bespoke and put together on an individual basis

- Event Title Sponsorship
- Fence Sponsorship
- Support Sponsorship





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## Event Title Sponsorship

7,000 + visitors attend the event, some travelling over 200 miles to enjoy the activities.

The event is aimed at the community, attracting visitors of all ages.  
There is no similar event within a 50 mile radius

The following gives an idea of what options are available for title sponsors



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## Event Title Sponsorship

Pre Event Opportunities:-

- The Title Sponsor's name can be incorporated into the Event title;
- Website – the website can be heavily branded with the title sponsors logo;
- Marketing – through all marketing, media coverage and promotions the Title sponsor will benefit from a heightened level of awareness;
- The Title Sponsor's logo would be on all official signage;



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## Event Title Sponsorship

On Event Opportunities:-

- Regular mention on the Event commentary;
- Sponsorship of the fireworks arena;
- An appropriate number of complimentary entrance and Members passes;
- Display of advertising banners around the venue





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## Event Title Sponsorship

Event Title Sponsorship package for the Quex Bonfire & Fireworks is currently set at £1,500 plus VAT, although there is some room for negotiation, bearing in mind the current financial climate.

A three year deal would be welcomed, and discussions surrounding a stepped approach could be discussed if necessary.





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## Fence Sponsorship

Fence sponsorship is a useful way to get your company's name and information to around 7,000+ people who visit locally and far and wide.

We find our Fence Sponsors return every year as they have found that their investment is truly worthwhile.





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## Fence Sponsorship

- Your company logo on the [www.Kentevents.org.uk](http://www.Kentevents.org.uk) website, together with your company information (approximately 75 words);
- A link from Kent Events website to your website
- Your banner placed in a high profile location within the venue
- Regular mention on the event commentary





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## Fence Sponsorship

The Fence Sponsorship package, as detailed on the previous page start £100.00 plus VAT

A three year deal would be welcomed, and discussions surrounding a stepped approach could be discussed if necessary





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## Supporting Sponsorship

We welcome any Sponsorship enquiry, and we work very closely with our Sponsors to ensure that they receive the maximum possible benefit from their presence at Quex Bonfire & Fireworks.

To that end, we are open to suggestions to sponsor almost anything at the Event whether it be the car parks, the bonfire , the pedestrian footpath – or even the loos!



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## Areas of Supporting Sponsorship

All sponsorship packages are bespoke, and can incorporate any number of the opportunities below:

- Multi branded banners, have your business advertised on a banner at each entrance for as little as £30 + VAT (1 year )
- Signage – £300 Approximately 10 information signs and banners placed in throughout the site incorporating your logo;
- Branded flags and banner - £400 on and within the car park – space for over 5000 cars;
- Tannoy/PA announcements - £200 for regular advertisement of the sponsor;
- Lighting Units - £75 per unit. Each unit would display the sponsors logo / name on or next to it;
- Comfort facilities – £300 We use a number of Comfort Facilities the area would be fenced off and sponsorship signage at the entrance;
- Pedestrian Walkway – £100 per banner (not supplied) in excess of 500 meters of walkway, appropriate for a high volume of advertising banners;

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## Areas of Supporting Sponsorship

All sponsorship packages are bespoke, and can incorporate any number of the opportunities below:

- Public Entrance to venue £100 per entrance (2 in total – Idea opportunity to display your gazebo or tent as the entrance to the event;
- Photography – £200 Shared ownership of the photographs taken at the event for your subsequent advertising.
- Your own private hospitality marquee;
- Your company logo and information on the Kent Events website;
- A link from the Kent Events website to your own website;
- Depending upon the sponsorship level, an appropriate number of complimentary entrance tickets

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## Areas of Supporting Sponsorship

All sponsorship packages are bespoke, and can incorporate any number of the opportunities below:

- Website Space – As a sponsor of our event you will automatically be shown on our site as an official sponsor, however space maybe purchased annually for £75 pa;
- Event Advertising – We display banners and signs advertising the event all over Thanet and the Canterbury Areas from the beginning of October. As the advertising sponsor your Company profile will be seen by a high number of people.

All prices are exclusive of VAT at the current rate

Prices for Supporting Sponsorship packages are set on an individual basis depending on your requirements



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## Secured Sponsorship



TW Services is a leading waste management company in the South East

- Bonfire & Waste Recycling



Automotive Fluid Handling Technologies

- Storyboards



Your Thanet, part of the KOS Media Group.

- Advertising, posters and editorials



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## Sponsorship

For further information on Sponsorship Opportunities at Quex Bonfire & Fireworks, please contact either Carol Dutton or Stephen Wyatt, Event Directors



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