

# PLYMOUTH SPONSORSHIP OPPORTUNITIES

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[www.visitplymouth.co.uk](http://www.visitplymouth.co.uk)

# ABOUT PLYMOUTH



Plymouth is the **largest port city** on the south west peninsula with a resident population of

**263,000** and over  
**100,000** in the travel to work area

Over **5 million** people visited Plymouth in 2017



spending over

**£320**

**million**



Plymouth has an ambition to grow its **resident population** to

**300,000** 

Plymouth benefits from over



**50,000**

students studying in the city

Plymouth provides

**133,300**

jobs and is home to

**6,560**

businesses



University of Plymouth is the **15th biggest university** in the UK with over

**23,000**

students



Plymouth boasts the second highest number of **Gold Anchor marinas** anywhere in the UK, offering some of the best berthing facilities in the country



Plymouth is one of the **greenest cities** in the UK, with

**40 per cent**

of the city being green space





# INTRODUCTION

**Plymouth is 'one of the top 10 places to visit in 2020' according to Conde Nast Traveller**, and with our fantastic coastline, incredible events and enviable location on the border of Devon and Cornwall we're well placed to support you and your business in raising your profile with residents and visitors alike. We're a growing city, with exciting developments on the horizon and attract over 350,000 visitors per year to our events and more than 5 million tourists per year.

Whether you're keen to up your foodie credentials at one of our popular food festivals, want to hoist your brand up the main sail at Pirates Weekend Plymouth, highlight and reach out to a pipeline of potential new recruits or want to generate meaningful business to business conversations to benefit your business we have a range of opportunities available to suit your needs.

This pack outlines some of our high level events, bespoke packages can be created to suit your business objectives and budgets.

May

# Plymouth Pirates Weekend

This action-packed event takes place on The Barbican and Sutton Harbour. Each year the event features a real Pirate Ship moored for visitors, Piratical Displays and plenty more activities.

## TITLE SPONSOR

Your company name will be featured in the official event title 'Pirates Weekend Plymouth, sponsored by (Your Company)', and you will receive other benefits such as logo on all branding, reference to your company on all media and online, homepage banner on the Visit Plymouth website, regular PR activity, one on site location to use for commercial activity, main title sponsor stand presence during the two day event, main staff engagement and participation in animation activities leading up to and at the event, sharing assets across channels.

## TALL SHIP SPONSOR

One of the most popular attractions at Pirates Weekend Plymouth is the Tall Ship, and this sponsorship package offers you the Tall Ship sponsor title, external branding and listing on the popular Pirate Trail, presence on Pirate Weekend webpage, logo on selected printed materials, included in advertorial description and in selected social media.

## ENTERTAINMENT SPONSOR

The Pirates Weekend Plymouth sees a fantastic variety of Pirate themed entertainment and there is now the opportunity to sponsor a particular performer! Package includes logo on treasure trail map, presence on webpage with link to sponsor site, included in advertorial description and in selected social media.

## WEST HOE PARK SPONSOR

Logo on the official Pirate Weekend Treasure Trail map, presence on Pirate Weekend webpage with link to sponsor website, included in advertorial description of event and in selected social media posts

## Audience Profile

Young families

Pirate enthusiasts

Plymouth residents and those within a 2 hour drive time to the city

Sponsorship packages range from £2,000 to £10,000.

# Lord Mayor's Festival

Lord Mayor's Festival is an annual event that gives the people of Plymouth the opportunity to welcome the city's newly-elected Lord Mayor with a traditional ceremony and celebrate the occasion with music, street entertainment, activities and fancy dress.

## TITLE SPONSOR

As title sponsor your company will receive a number of benefits, including features in all marketing material, a presence at the event, the title of official event sponsor in all press releases and social media promotions and an advert on the Visit Plymouth website front page two weeks prior to the event.

## Audience Profile

Local Plymouth residents and shoppers  
Young families with school age children



June

# Flavour Fest

Flavour Fest is the south west's largest free food and drink festival, with over 100 traders showcasing the best produce the south west has to offer, there are delectable delights to tempt everyone.

## TITLE SPONSOR

Choose this package and your company will be the main sponsor for the full three day event.

## CHEF STAGE SPONSOR

This package titles you as the official chef stage programme sponsor and gives you the branding on the Cookery Theatre Kitchen and Marquee and other benefits.

## SHOW SPONSOR PACKAGE

This package offers one 45 minute chef stage slot as well as presence at the event and webpage, advertising space, sponsor acknowledgement, and logo on selected printed materials.

## Audience Profile

Local residents and those within a 2 hour drive time of Plymouth

Interested in regional produce, food and drink  
Mid-high level disposable income

Footfall figures reach over 100,000 for the three days

Since 2004, over 1 million people have visited Flavour Fest

Features in media leading up to and during event, including Spotlight, Devon and Cornwall Life, The Guardian, ITV Westcountry, Plymouth Herald and Food Lover Magazine

Sponsorship packages range from £1,500 to £10,000.

# British Firework Championships

The British Firework Championships held in Plymouth each year is the UK's most spectacular fireworks display. Over two summer evenings, six professional pyrotechnic companies compete against one another with their dazzling displays to the delight of excited crowds on Plymouth Hoe.

Plymouth's Hoe, one of the finest natural harbours in the world, offers the perfect viewing platform for this incredible competition. The event is free to attend and has become a legendary activity for locals and visitors from across the country, enjoying the display of fireworks, live music and entertainment, fairground rides and a range of food stands.

## TITLE SPONSOR

As official title sponsor your company will receive full accreditation 'British Firework Championships, sponsored by (Your Company)', and your logo and name on all event collateral, media and online platforms, logo projected onto Smeaton's Tower, commercial space on site, behind the scenes tours and many other exclusive benefits tailored to suit your requirements.

## PARTNERSHIP OPPORTUNITIES

A variety of partnership opportunities are available to get involved in the British Firework Championships, from commercial onsite space to entertainment partnerships, travel partnerships and more. All partnership opportunities can be tailored to suit business needs.

## Audience Profile

Attracts over 100,000 people each year  
Inviting families and an audience of all ages from across the country

Sponsorship packages range from £3,000 to £30,000.



# Plymouth Seafood Festival



Taking place on the Barbican and Sutton Harbour, Plymouth Seafood Festival features a Chef Stage with local and celebrity chefs demonstrating dishes to the local public, as well as a fresh fish auction, stalls promoting sea awareness and charities, a number of trading stalls that sell local, freshly cooked seafood dishes or sea themed craft stalls. There is also street entertainment with a shanty band singing, family activities, face painting and a crabbing competition.

## TITLE SPONSOR

Choose this package and your company will be the main sponsor for the full two day event, giving the event title 'Plymouth Seafood Festival, sponsored by (Your Company)' and many additional benefits.

## STAND SPONSOR

The stand sponsor package gives your company presence at the event and on the Visit Plymouth site, advertising space, sponsor acknowledgement, and logo on selected printed materials.

## Audience Profile

Families  
Sea-food enthusiasts

Sponsorship packages range from £500 to £15,000.







# Bonfire Night

Plymouth's Bonfire Night is a spectacular evening of music, lighting and fireworks display. The countdown to the pyrotechnic action gets underway in the evening with entertainment from the stage on the Hoe. There are also fairground rides and food stalls to make this a fun packed and thrilling community evening for the whole family.

## TITLE SPONSOR

This package gives the title: 'Bonfire Night, sponsored by (Your Company)' along with maximum exposure to your company, including branding on Smeaton's Tower. You will also receive promotion via the Visit Plymouth website and one on-site location to use for commercial activity.

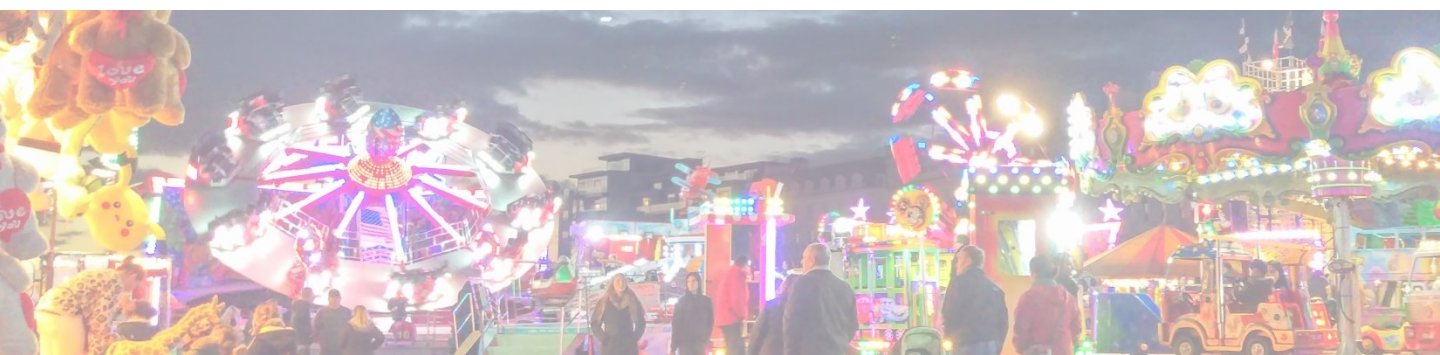
## DISPLAY SPONSOR

Reference to your company on all media & online pertaining to Bonfire Night, behind the scenes tour of the Royal Citadel to see the displays set up, project your business logo on the Citadel walls along with 'Display sponsored by (Your Business)', one small on site location to use for commercial activity, and promotion on Visit Plymouth.

## ON SITE COMMERCIAL LOCATIONS

Position your company on the event site on Plymouth Hoe to use for commercial activity e.g. skills, recruitment or general awareness.

**Sponsorship packages range from £2,000 to £8,000.**





# Christmas

Plymouth's Christmas calendar is as busy as ever and with such a huge range of activity, there is something for everyone. Christmas events include the City Centre and Barbican Lights Switch On, the Trails, and the Christmas Market.

## CITY CENTRE CHRISTMAS LIGHTS SWITCH ON

The Christmas holiday calendar officially kicks off with the switch-on of the Christmas lights in the city centre, and the start of late-night shopping.

## BARBICAN CHRISTMAS LIGHTS SWITCH ON

Get into the festive spirit on Plymouth's waterfront and share a mince pie as the waterfront Christmas lights get switched on.

## CHRISTMAS MARKET

The city centre Piazza will be completely transformed as the Christmas Market sets out 60 beautiful log cabin style stalls trading through the Christmas period, housing traders from the South West and beyond, selling everything from handmade jewellery and clothing, to artwork, homewares as well as some of the region's favourite food and drink traders. There is also a Bavarian Bar and festive food from the many street food stands on offer.

## CITY CENTRE TRAIL

This Christmas trail takes place all over the city centre with statues of animals, nutcrackers etc. to find, using trail maps which can be collected at participating retailers or online.

## BARBICAN TRAIL

Explore the waterfront for hidden animals or statues, learn about the animals and their environment, using the trail maps which can be found from participating retailers or online.



# CONTACT



**All packages within this document can be tailored and made to best suit your business objectives and needs; contact us for more information.**

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