



The Spark 31st May – 13th June 2010

Partnership Benefits

The Spark – a children's arts Festival in Leicester for young people aged 0 – 13, can give companies extensive branding and marketing profile and direct links with a very specific target market as well as their parents and guardians. It can also inspire your staff through volunteer schemes and employee participation opportunities.

Several levels of partnerships are available and they include:

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|--|-----------------|--|---------|
| Main Festival Partner Package 1 | £25,500 | Main Festival Partner Package 2 | £20,000 |
| Key Business or Community Partner | £7,000 - £8,500 | Event Partner | £3,000+ |
| Festival Partner | £300 | Festival Friend | £100 |

In kind partnership packages are also available

The following benefits are available, subject to negotiation:

Staff Training and Participation

- Opportunities to work with The Spark as part of your company's staff development or volunteering initiatives
- Opportunities for your staff to actively participate in Festival events and to enjoy inspiring children and to feel proud of giving something back to the community

Branding and PR

- A full-page advertisement on the back cover of The Spark brochure
- Potential to develop a joint logo for use in prominent places (subject to negotiation)
- Opportunity to include a foreword in the brochure
- **Highlighted** on The Spark website home page, partners page and links page with a link to your website
- Opportunity to display appropriate promotional material and giveaway appropriate product at The Spark Launch Event and at relevant events throughout the Festival (provided by your company)
- Opportunity to make a short speech at appropriate Festival events

Your company highlighted on:

Around 150,000 print items promoting The Spark (opportunities start in January 2010 through to June 2010) including -

- Venue banners (outside and/or inside)
- City centre banners - 2 street banners and 63 lamp post banners
- Partner Boards crediting all partners displayed at main venues and events out in the community
- Dedicated Partner Boards crediting only relevant partner/s
- A page promoting partners in 20,000 brochures distributed regionally (full colour)
- 1,000 posters (A3 full colour)
- 90,000 Festival leaflets
- Event programmes distributed at a range of events

As well as -

- A half page advertisement in the local newspaper The Leicester Mercury (distributed to around 125,000 city homes)
- All general promotional opportunities crediting all partners
- Specific press release announcing special partnerships
- All press releases
- All direct mail – letters and emails (distributed by the Festival)
- Regular school bulletins

Hospitality

- Complimentary tickets to be used to attend Festival events operated on a priority basis
- Concessionary tickets
- Invitations to The Company Meal
- Invitations to a range of public and private Festival special events

NB: Partnership Packages can be negotiated to meet business needs and are subject to change