



Sponsorship Opportunities for the Ystradgynlais Christmas Festival 2018

The Discover Ystradgynlais Team are busy working on this year's Christmas Festival and need your help!

You may remember that last year we ran two separate Christmas Events in Ystradgynlais, the switching on of the Christmas lights in November and the annual Fayre in early December. Following a review of both events, we have decided to combine them and put all of our efforts into creating one jam packed weekend instead. By doing this, we are able to hire a large marquee to be sited in the Gorsedd Park (like in the Summer), this will ensure that we can have a great weekend whatever the weather!

We think you'll agree that the event last year was a huge success, it saw more than 4000 people attend the town's Christmas Fayre alone and the light switch on with Michael Sheen really pulled the community together.

We promoted last year's event through a very successful marketing campaign, which included adverts on local radio, local & regional newspapers and social media.

A number of local businesses contributed to cost involved in setting up and promoting the event last year, without them events like this wouldn't be possible. Following the success of last year and the Big Weekend back in June, many more local businesses have contacted us to find out how they can get involved. We have therefore created a range of sponsorship opportunities.

Sponsorship opportunities:

There are five levels of sponsorship available for businesses to sponsor and support the 2018 Ystradgynlais Christmas Festival.

Option 1: Map £50

A Map of the town is going to be produced for the weekend so that visitors are able to find the various locations events will be taking place at. As part of this package we will include your business name and location on the map, you will be thanked on social media for your contribution and your business name will be included on a banner of thanks at the entrance of the marquee in The Gorsedd Park. A certificate of support that you can display will also be provided if applicable.

Option 2: Supporter £250

If you would like your company to be listed as one of the supporters of the event there will be a charge of £250.

These businesses will be listed (with a logo) on all the published advertising and social media advertising. Advertising booked to date includes 2 full page articles in the evening post, one full page article in the Carmarthen journal, one full page in the Llanelli Star and an article in the Evening Post Magazine. These businesses will be thanked for their valuable contribution on the 'Discover

Ystradgynlais' Facebook Page, logos will be included on a banner of thanks at the entrance of the marquee in The Gorsedd Park. A window certificate of support will be provided if applicable.

(Option 1 is included in this package, so you would not be expected to pay an additional £50)

Option 3: Zone Sponsorship

There are various zones that can be sponsored during this year's event. Zone sponsorship gives very high brand awareness and integration through programme listings, on site branding and maps.

(Option 1 is also included if your business is in Ystradgynlais)

You will be thanked on social media for your contribution and your business name will be included on a banner of thanks at the entrance of the marquee in The Gorsedd Park. A certificate of support that can be displayed in your window will also be provided if applicable.

The zones available for sponsorship are...

Bar (2 available) – includes your business name in all programme listings and one banner across the front of the bar - £300

Food Tent – includes your business name in all programme listings and two long banners inside the food tent - £500

Stage – includes your business name in all programme listings and two banners placed either side of the stage - £500

Marquee – includes your business name in all programme listings and two banners at the marquee entry point - £1000

Option 4: Christmas Tree – £1500

Following feedback from last year's event, we have decided to invest in new Christmas lighting for the park. Sponsorship of the Christmas tree (and surrounding trees) includes entry in all programme listings, a social media announcement and a small plaque that will remain near the Christmas tree stating your sponsorship of the tree lights until October 2019

Option 5: Headline Sponsor –

Opportunities available include:

- Branding/name included in the title
- Inclusion in all marketing materials
- On site event branding
- Sampling and product distribution through your own promotional tent
- Social media integration
- Tickets to the Saturday evening event

If this package interests you, please contact us for more details as it can be tailored to your needs.

Example Advertisements:

