

2023

SPONSORSHIP OPPORTUNITIES IN PORTSMOUTH



INTRODUCTION



Sponsorship can provide your business with great commercial opportunities – it says a great deal about your company.

It demonstrates that you care about our exciting, vibrant city and it shows that you are prepared to give something back to the community.

The city has a huge variety of high-profile arts, sports and cultural events that celebrate the city's rich history and diverse community. Our ambition is to provide the best quality of life for residents and businesses in Portsmouth. Sponsorship income helps to enhance the services we already provide to our residents and means we do not have to scale back on these popular events during this time of financial pressure.

Your money will be invested back into the event so we can improve what we can offer at the event and attract even more people to attend. This will give your business even more exposure.





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CONTACT US

Events team at Portsmouth
City Council

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1. Kite surfing
2. Bandstand
3. Armed Forces Day
4. Big Lunch
5. Southsea Food Festival
6. International Kite Festival



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We have a variety of sponsorship packages ranging from £500 to £25,000, so there is an opportunity for your business, whatever the size of your budget. Get in touch for an informal chat to see how we could work together.

Sponsorship PACKAGES

If you are looking for maximum exposure, and for your brand to be associated with a specific event, our bigger sponsor packages will give you just that. Get in touch if you have a particular event in mind as these opportunities are limited.

As part of your sponsorship package we can offer a range of benefits which could include free promotional exhibition area within the event site for the day of the event and promoting your company as a sponsor in media and marketing activity promoting the event.

We will work with you to make sure the rewards of association with the event and our wider network of partners are realised. After the event we will provide you with an evaluation so you can clearly see what was delivered in return for your money.

Here is an example of some of the packages we can offer. We will discuss your goals in more detail, and create a bespoke package to meet your business's objectives.



STAND SPONSOR

£500 (excluding VAT)

You may wish to sponsor a stand at one of our popular events, which costs just £500. This is a powerful way of promoting your business directly to the people who could become your customers, raising your profile in the city, as well as supporting the community with a free popular or new event.

What's included:

- Free promotional exhibition area within the event site for the day(s) of the event with a 3m x 3m area, with exposure to an anticipated audience - we can provide an indication of expected numbers
- The opportunity for your branded banners to be displayed around your pitch site at the event, banners to be provided by the sponsor

ENTERTAINMENT OR DISPLAY SPONSOR

£500–£5,000 (excluding VAT)

Our entertainment or display sponsor package allows you to sponsor an activity for the public.

This could be sponsoring a sustainable workshop for children at one of our larger events or sponsoring the fireworks at our annual popular free fireworks display.

We are happy to discuss any ideas with you and think creatively about what could work at different events.

What's included:

- As this is a flexible package, we would build a bespoke offer to meet your requirements. To find out more, contact us via the details on page 3.

SUPPORTING SPONSOR

£3,000 (excluding VAT)

As a supporting sponsor of a Portsmouth City Council event, we can provide you with outstanding exposure to a captive audience and wide demographic. We will work with you to make sure the benefits of association with the event and our wider network of partners are realised.

What's included:

- Free promotional exhibition area within the event site for the day(s) of the event with a 3m x 3m area, with exposure to an anticipated audience - we can provide an indication of expected numbers
- The opportunity for banners to be displayed around your pitch site at the event, banners to be provided by the supporting sponsor
- Mentioned as the supporting sponsor in event promotion, such as the main event press release, and your logo on any event posters or leaflets
- Link to a landing page of your choice and your logo featured within a composite of all sponsors on the Visit Portsmouth website event page
- You will be announced as supporting sponsor in our weekly business e-bulletin
- One post will be published in the run up to the event on the Portsmouth City Council Facebook page with you mentioned as the supporting sponsor

TITLE SPONSOR

£10,000 (excluding VAT)

Choose this package and your company can be the main sponsor for either the hugely popular Southsea Food Festival or the Kite Festival in 2023. As title sponsor your company will be a big part of the event and named as the sponsor in media and marketing activity for the event. We will also offer you first refusal on renewing the sponsorship deal for 2024 if you wish to gain an ongoing association with a specific event(s).

What's included:

Everything from the supporting sponsor package, plus:

- A larger free promotional exhibition area of 9m x 3m within the event site for the day(s) of the event
- PA announcements throughout the day mentioning you as the event sponsor
- Up to 4 banners to be displayed around the event site, banners to be provided by the supporting sponsor
- A quote from you in the main event press release, and mention in any further media releases and on news articles on www.portsmouth.gov.uk
- Your brand used alongside the event name in all Visit Portsmouth communications, including on the website, in social media posts and in press releases
- Link to a landing page of your choice on a blog about the event, published on the Visit Portsmouth website
- Mentioned as title sponsor in Flag it up! the weekly e-bulletin
- One post tagging you as the title sponsor will be published in the run up to the event on the Portsmouth City Council's Facebook, Twitter, Instagram and LinkedIn profiles and from the council's business profiles on Twitter and LinkedIn

HEADLINE SPONSOR

£25,000 (excluding VAT)

Choose this package if you want your company's name to appear as the headline sponsor of the Armed Forces Day 2023 or Portsmouth's events to mark The Coronation of His Majesty The King.

As headline sponsor you will get the same benefits as the title sponsorship package in terms of being named at the event sponsor in media and marketing activity, plus some added extras.

There is also an entertainment sponsorship element to the package which means some of the money would be used to add something extra to the event to make it more enjoyable and further increase attendance numbers. A real investment in the community of Portsmouth. We will make it clear that the added entertainment element was due to your company sponsoring the event.

After the event you will be provided with a detailed evaluation report and given first refusal on renewing the sponsorship deal for 2024.

OTHER WAYS TO SUPPORT

We also welcome in-kind assistance and donations, whether providing infrastructure elements for the event or getting your employees to support the event as volunteers.



Events TAKING PLACE IN PORTSMOUTH

With your support, we hope to bring the following popular events to the city in 2023.

Key: 📅 event date 📍 event location 👥 expected numbers

THE CORONATION OF HIS MAJESTY, THE KING

Big lunch events will be held in the north and south of the city and street parties will take place across the city to mark the coronation of His Majesty King Charles III.

📅 **Saturday 6 May 2023**

📍 **Southsea Common and King George V playing field** in Cosham

👥 **Thousands of residents**

The Jubilee big lunch events in 2023 were attended by 2,000 people – despite poor weather impacting numbers. There were also over 100 street parties held across the city

Portsmouth will join towns and cities around the country in celebrating His Majesty King Charles III being crowned alongside The Queen Consort. Following the success of the Platinum Jubilee, we will be encouraging residents and community groups to mark the occasion by holding street parties. We will also be hosting a Big lunch at Victoria park. All residents of the city and some visitors from surrounding areas are likely to be attending the coronation events which will attract a wide range of demographics, as an important national event that is free to attend.



Comments in *The News* after the Big Lunch jubilee events

Jeannie Simpson, of Southsea Singles, said: "... The celebrations are incredible. This is history in the making and it's nice to have the opportunity to be part of it. People will look back on this day and we can always say 'we were there'."

Rose Swatton, of Cosham, said: "I love the Queen. It's nice to have something in our area. The bands have been amazing."

Steve and Julie Clasby said:

"It's nice to bring everyone together. Some people might have been put off by the possibility of it raining but it's a really good atmosphere."



ARMED FORCES DAY

This action-packed event celebrates the armed forces with parades, arena displays, interactive stands and activities

📅 Saturday 17 June 2023

📍 Southsea Common

👥 15,000 visitors expected

This event is very popular with our local community and visitors to the city due to our close ties with the armed forces. 13,000 people are employed at Portsmouth Naval Base which contributes an estimated £450 million to Portsmouth's economy.

- ✓ Your business must have signed the armed forces covenant to be a sponsor - sign now at www.armedforcescovenant.gov.uk

Our Armed Forces Day event is returning to Southsea Common, one of the most beautifully located event spaces in the UK. It will be bigger and better than ever, with an action-packed day including parades, displays, performances and plenty of activities for all the family to enjoy.

Armed Forces Day celebrates the military community, which is especially pertinent in a

city with such close ties to the armed forces as Portsmouth. This event is a chance for the city to show support for those who make up the armed forces community - from currently serving troops to service families, veterans and cadets. We want to bring the local community together to celebrate and also to inspire members of the public of all ages to engage with forces-related organisations.

The 2023 event is still in planning stages but in previous years it has included a climbing wall, military vehicle displays, a Lynx helicopter, Type 45 photo booth, a model of HMS Queen Elizabeth, an Anti-tank display, large military vehicles that children can explore as well as children's rides and face painting. There will also be a programme of arena entertainment such as His Majesty's Band of the Royal Marines, the Military Wives Choir and a special parade of serving military personnel and reserves, veterans and cadets.

A headline sponsor will enable us to add something special to the line-up, such as additional entertainment or displays. Your business would be credited as sponsoring the event and publicly thanked for making the added entertainment possible.

In return, our headline sponsor will receive a whole host of branded opportunities, in our most enhanced sponsorship package. See page 7 for more details.



SOUTHSEA FOOD FESTIVAL

The largest food festival in the area, with over 60 unique food stalls selling a wide range of different foods to suit all tastes.

📅 **Saturday 15 and Sunday 16 July 2023**

📍 **Southsea town centre** – in Palmerston, Clarendon and Osborne Roads as well as Avenue de Caen.

👥 **40,000 visitors expected over two days**, mainly professionals with disposable income.

This free and hugely popular food festival has food and drink stalls, live music stages hosting acoustic sets from local bands, cooking demonstrations and family friendly entertainment.

Comments in *The News* before Southsea Food Festival 2022

Ditch Oatley, Portsmouth Distillery, said: "We've always done it, as a Portsmouth business it's really important to be involved and we want to show support to the people of Portsmouth."

Liam Coleman, founder and creator of Spice Island Chilli, said: "Southsea Food Festival has been the biggest event in our calendar year in years previous. We're very excited."



INTERNATIONAL KITE FESTIVAL

One of the largest kite festivals in the world offering impressive kite displays and workshops.

📅 Saturday 30 and Sunday 31 July 2023

📍 Southsea Common

👥 25,000

The Portsmouth International Kite Festival is managed and run by Portsmouth City Council in partnership with the Kite Society of Great Britain. The festival has a spectacular setting on Southsea Common overlooking the Solent and is attended by residents and international visitors, with

from around the globe displaying their stunning creations.

The event features wonderful aerial displays by individuals and teams, alongside kite making workshops. Displays feature a range of kites in incredible shapes and sizes, and the beautiful designs both in the sky and on the ground are a real spectacle to behold.

The 2023 programme will include:

- Synchronised multi line kite ballet featuring UK Championship winners
- Artistic kite displays
- Quad line kite displays set to music
- Japanese fighting kites
- A showcase of individual kite artists and flyers
- Bandstand music line-up



LIVE AT THE BANDSTAND - ON TOUR

Portsmouth presents a sizzling summer of free live music, across an array of styles. This is still one of the most popular free events in the city, enjoyed by all the family.

Weekends, May – August 2023

Castle Field, Southsea and King George V playing fields, Cosham

52,000 visitors throughout the summer

The Live at the Bandstand programme, hosted on the seafront and in other parts of the city, has entertained residents and visitors for over 30 years. Showcasing a wide variety of musical genres to entertain family audiences from world music to funk, blues to indie, performances provide a platform for local and regional talent to perform alongside more established musicians delighting audiences in the summer sunshine.

Following great feedback from the 2022 series of events, Live at the Bandstand is headed back to the North of the City with some dates held in Cosham as well as Castle Field, Southsea.

This fun, free, family event encourages visitors from across the city and surrounding areas, offering a relaxed atmosphere where people bring picnics, blankets and chairs to enjoy an afternoon of live music.



ANNUAL FIREWORK DISPLAY

We host an annual free fireworks display in Cosham which also has food and drinks stalls and a funfair for children.

📅 1 November 2023 *(subject to change)*

📍 King George V Playing Fields, Cosham

👥 12,000 people

Our popular annual firework display brings the community together, along with visitors from outside the city. This event takes place over a number of hours and features food and drink stalls and a funfair, giving sponsors the opportunity for great brand awareness opportunities before, during, and after the firework display.

OTHER OPPORTUNITIES

We can also talk to you about sponsorship opportunities associated with our Christmas light switch on events in the main shopping areas of the city, our annual Christmas carol service, our 60+ festival and our car boot sales held on Castle Field.

Get in touch for an informal chat to see how we could work together.

CONTACT US

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City Council

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You can get this information in large
print, Braille, audio or in another
language by calling 023 9260 6076