



# A year of storytelling

About our people  
and our place.



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

## What is the Borough of Culture?

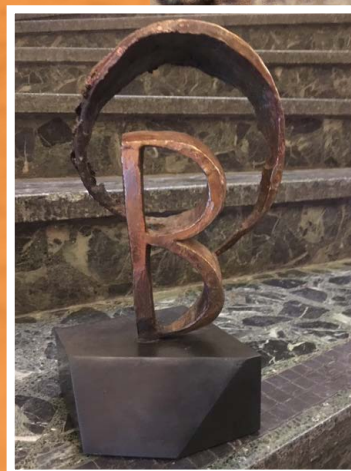
Sefton is delighted to be selected Borough of Culture for 2020. This is an initiative to place culture and creativity at the heart of the Liverpool City Region.

The aim is to accelerate economic growth, improve skills and further develop its distinctive visitor offer and create a legacy of arts and culture.

The Sefton Borough of Culture is about our people and our place – telling the stories about us, by us, for us.

We will tell our stories of local heritage, history and the environment – we have with 22 miles of coastline that we are proud of and want to celebrate.

This will be through exciting new big events, building on the existing Sefton events calendar and engaging the community to participate through a number of avenues.





## How you can be involved?

As a valued partner in our thriving community, we would love you to be involved in our Borough of Culture year.

Following our local history and environment themes, our programme will engage with all our communities. It will actively promote participation in the arts and culture to shape innovations and create an infrastructure for culture and creativity.

This is your community and by being involved you can identify and support community initiatives and events to be part of and proud of.

All sponsorship funding raised will be used to support community projects in your community.



# The year ahead

Community led activities form the foundation of the programme along with new events including:

**March:** The Nightingale's Song will spectacularly light up Waterloo Town Hall, Bootle Town Hall and The Atkinson

**April:** The Grand National and celebrating Red Rum

**May:** VE Day 75th anniversary and the Bootle Blitz, Southport Food and Drink Festival

**June:** Sefton Sports Awards and Freedom of the Borough

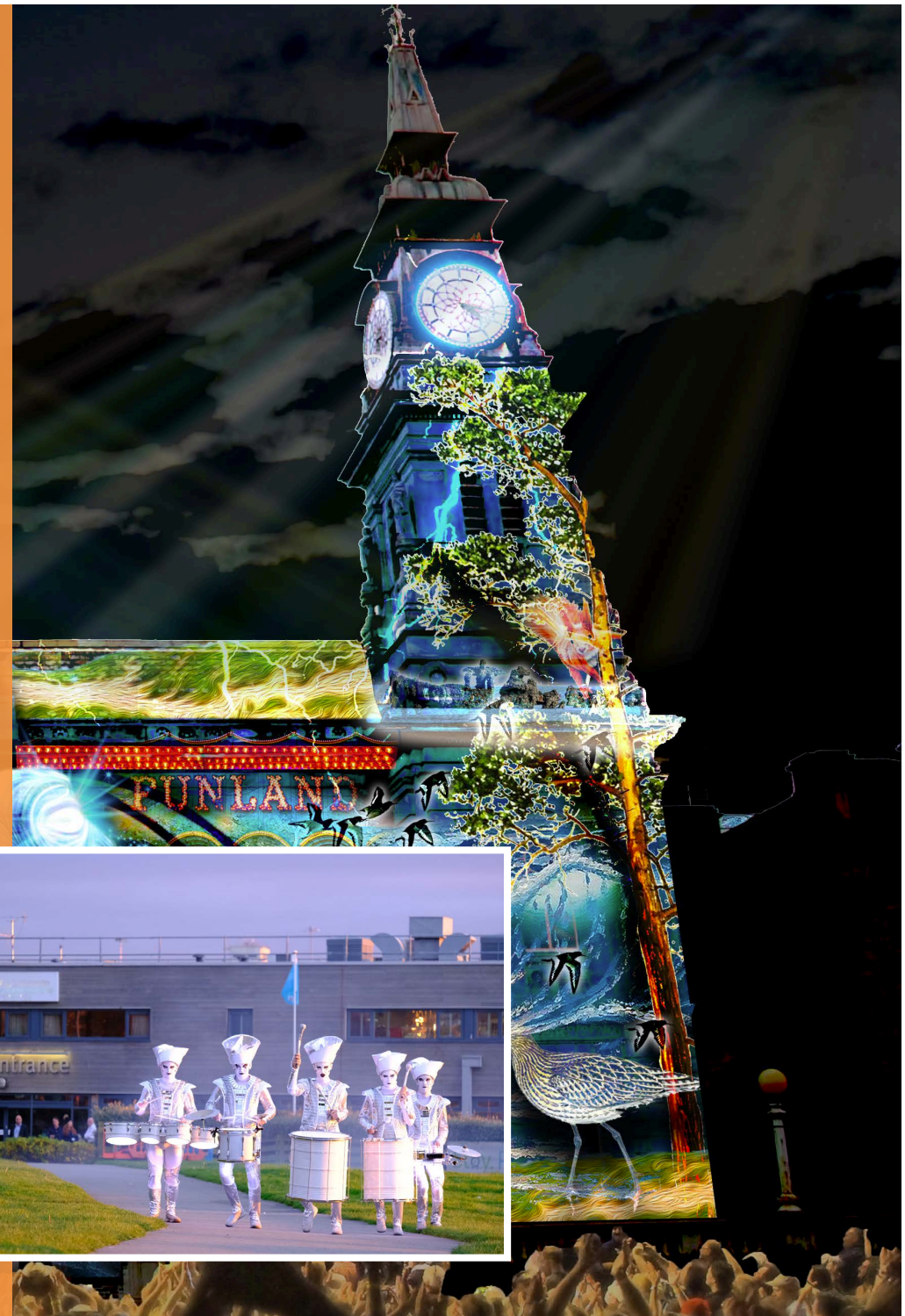
**July:** potential Royale De Luxe spectacle in Southport

**August:** Southport Flower Show

**September:** Southport Air Show, British Musical Fireworks Championship

**October:** Environmental Fringe Festival, The Good Business Festival, Southport Comedy Festival

**November:** Liverpool City Region Culture Awards





## What we can deliver

Through tiered sponsorship we will recognise you as a key partner for the Sefton Borough of Culture 2020.

This is a unique opportunity to get involved in Sefton's first Borough of Culture year recognised through the whole Liverpool City Region.

We will work together to identify preferred community initiatives aligned to your own community programme, depending on your level of sponsorship.

For 2020 there will be a varied marketing and communication plan tapping into existing and new channels to maximise exposure for the Borough of Culture and your brand.

You can become part of that plan on many different levels. We have detailed our packages overleaf.

# Sponsorship

10k

5k

2k

1k

|   |  | Full page | 1/2 page | 1/4 page |   |
|---|--|-----------|----------|----------|---|
| Programme (2 per year)  | • Advert in programme  | x         |          |          |   |
|   | • Logo on front cover  | x         |          |          |   |
|   | • Logo on back cover   | x         | x        |          |   |
|   | • Logo on partner acknowledgment   | x         | x        | x        | x |
|   |  |           |          |          |   |
| External Signage  | • Logo on external signage   | x         | x        |          |   |
|   |  |           |          |          |   |
| PR  | • Press release to announce the partnership  | x         |          |          |   |
|   | • Acknowledgement on various related PR activity throughout the year                             | x         | x        |          |   |
|   | • Acknowledgement on event PR specific to sponsorship  | x         | x        | x        |   |
|   | • Acknowledgement on end of year PR  | x         | x        | x        | x |
|   |  |           |          |          |   |
| Social Media  | • Partner announcement on social channels  | x         | x        | x        | x |
|   | • Partner/ sponsor mention throughout the year   | x         | x        | x        |   |
|   | • Post 2020 acknowledgement and thanks   | x         | x        |          |   |
|   | • Logo on advertising campaign   | x         |          |          |   |
|   |  |           |          |          |   |
| Websites Mysefton & VisitSouthport<br>(nearly 2 mil combined page views for 2019) | • Full page on MySefton / Visit Southport  | x         |          |          |   |
|   | • Feature on sponsored partner page on MySefton/ Visit Southport                                 | x         | x        |          |   |
|   | • Logo on partner page on MySefton/ Visit Southport  | x         | x        | x        | x |
|   |  |           |          |          |   |
| Advertising Campaign  | • Partner feature where applicable on the generic advertising campaign                           | x         |          |          |   |
|   | • Logo on event specific ad campaign (specific to sponsorship)                                   | x         | x        | x        | x |
|   |  |           |          |          |   |
| Media / Travel Partners   | • Partnership featured where possible on websites/ socials<br>(subject to partnership agreement) | x         | x        |          |   |
|   |  |           |          |          |   |
| Events: The Nightingale's Song  | • Logo featured on the projection over three nights, in three locations                          | x         | x        | x        |   |
|   | • 3x3 space at the event to promote your brand (subject to availability)                         | x         |          |          |   |
|   | • Short promotional video before and after the event over three nights, in three locations       | x         | x        |          |   |
|   | • Banner opportunities   | x         | x        | x        | x |
|   |  |           |          |          |   |
| Events: Sports Awards   | • Sponsor and present an award   | x         | x        | x        | x |
|   | • Short promotional video  | x         | x        |          |   |
|   | • Key note speaker opportunities   | x         | x        |          |   |
|   | • Presentation for Freedoms of the Borough / Citizen of Honour award                             | x         |          |          |   |
|   | • Banner opportunities   | x         | x        | x        |   |
|   |  |           |          |          |   |
| Events: Environmental Fringe  | • Key note speaker opportunities   | x         | x        |          |   |
|   | • 3x3 space at the event to promote your brand (subject to availability)                         | x         |          |          |   |
|   | • Banner opportunities   | x         | x        | x        | x |

Working together will build a community partnership to place Culture and Creativity at the heart of the Borough, supporting the Liverpool City Region's cultural strategy and your own Community Programme.

