



**Help raise your company's profile and show your support for the local community by sponsoring Mansfield's most popular Christmas event - The Big Switch On. This year's event will take place in November in Mansfield town centre and is set to attract an estimated crowd of 8,000. This Christmas spectacular includes fun and festive activities for all the family from early afternoon, followed by a stage show jam packed with family entertainment and live music. The day's festivities will finish with a spectacular fireworks display following the switching on of the lights. Sponsorship money helps to fund the event as well as the Christmas tree.**

**Event main sponsor** (*Price on application*)

- Full page advert in Mansfield Xmas Festival brochure (50,000 printed and distributed to all homes in the district plus community centres, supermarkets and shopping centres)
- Business logo included on promotional banner (4m x 4.5m) on the old bus station side of Walkden Street Car park for two weeks
- Business logo included on promotional banner (6.3m x 2m) in the Market Place for 3 weeks
- Business logo included on promotional banner (4m x 2m) on the main stage during The Big Switch On event
- Minimum of two publicity mentions during The Big Switch On main stage event (Attracts an estimated crowd of 8,000)
- Two rotating business adverts on big TV screen at The Big Switch On event (artwork to be supplied to MDC in correct format and size)
- Business logo included on sponsors' advert on big TV screen at The Big Switch On event
- Business name included on all of The Big Switch On press releases issued
- Business name included in The Big Switch On advert on Mansfield 103.2
- Business name and web link included on The Big Switch On event listing on **[www.facebook.com/mymansfielduk](http://www.facebook.com/mymansfielduk)**
- Four week advert on the digital sign on West Gate

**Town Centre Christmas Tree** (*Price on application*)

Your sponsorship will help to buy and decorate the town's main Christmas tree. Available to one primary sponsor who will have their business logo displayed on banners on fencing surrounding the tree. Also included is a minimum of two mentions at The Big Switch On stage show along with press releases mentioning your business name and involvement.

Length of sponsorship: approx. 8 weeks



### **What's On guide adverts**

A guide to what's on during the holidays with lots of free and low cost events across the district. 50,000 copies to be distributed to all homes in the district plus to supermarkets, children's centres, leisure centres, libraries and community centres.

Quarter page                    £300

½ page                            £500

Length of sponsorship: Nov – Jan

(Artwork to be supplied to MDC in correct format and size)

### **Lamp columns**

Display your business logo on one of fourteen lamp post banners situated around the town centre and in the market place. Banner to read "Merry Christmas Mansfield" plus your logo. (Exact banner wording yet to be confirmed.)

Exclusive banner                    £300 – Limited to just one business logo

Shared banner                        £170- Share the space with one other business logo

Length of sponsorship: approx. 6 weeks

### **TV screens**

Display an advert at The Big Switch On show via the big screen. Your advert will be viewed by approx. 8,000 people.

Rotating advert on TV screen                    £150

(Artwork to be supplied to MDC in correct format and size)