



Media Pack

Advertising and sponsorship opportunities
with Chichester District Council





Introduction

Whatever your advertising and sponsorship needs, Chichester District Council can provide an **effective** and **targeted** opportunity that's right for you.

From car park advertising to sponsorship of our vibrant local events and quality services, or advertising space in a **magazine** delivered to **every household** in the district, we can deliver your brand message direct to your **target audience**.

Chichester's bustling community not only sustains a **thriving business and retail industry**, but is also a popular **tourist destination**. With outstanding natural beauty hot spots, stunning historical architecture and excellent entertainment and leisure attractions, we can help you reach:

- **113,800** residents*
- **54,535** households**
- male population of **54,400***
- female population of **59,400***
- **5.7 million** visitors to the district***
- visitor spend of **£375 million** a year***
- workplace population of nearly **51,000***
- **6,645** local based businesses district-wide****

Covering an area of over **300 square miles**, advertising and sponsorship with Chichester District Council is a valuable way to **increase brand awareness** and **highlight your company's presence** in the local community at **excellent rates**.

Chichester District Council is renowned for providing trusted and quality services that enhance our communities and the people who live and work here. By associating your brand with ours through sponsorship of a product or service, you will be **recognised for giving something back to the community** to ensure a better, brighter and more sustainable future for the district.

Why advertise with us?

- a greater reach than any other medium.
- broad portfolio of prominent print, web, signage and event opportunities.
- excellent rates.
- association with a trusted and recognised brand.
- unique, desirable and central sponsorship locations.
- tailored packages to suit your company's promotional needs.

Source: * Census 2011 Office for National Statistics
** August 2012 Chichester District Council and Valuations Office
*** Visit Chichester
**** Office for National Statistics, March 2011



Chichester District Council offers a broad portfolio of advertising and sponsorship opportunities covering print, outdoor and events. Some of the options are highlighted below:

Print Media

- Initiatives magazine (page 4)
- Chit Chat magazine (page 5)
- Waste & Recycling Calendar (page 10)
- Other council publications and leaflets

Outdoor Platforms

- Car park advertising (page 6)
- Car park exhibition space (page 6)
- Parking meter wrapping (page 6)
- Waste collection vehicles (page 7)
- Roundabouts sponsorship (page 10)
- Park and garden venue hire (page 7)

Event Sponsorship

- Chichester Triathlon and Aquathon (page 8)
- Get Active Festival (page 8)
- Youth Sport Achievement Awards (page 9)
- Food Fare (page 9)
- Farmers' Markets (page 9)

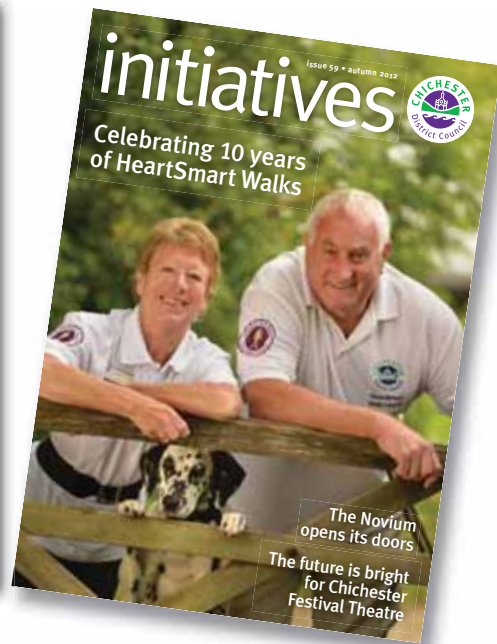
Supporting Services

- Careline (page 11)
- The Novium (page 11)
- Westgate Leisure at Chichester and Bourne (page 11)
- Community Wardens (page 10)

The opportunities to work with us to promote your business are constantly evolving.

To discuss how we can meet your advertising and sponsorship requirements or to book, please contact **Terri Foster, Advertising and Sponsorship Officer, on: 01243 521059 or email: advertising@chichester.gov.uk.**





Print advertising

Initiatives

Sent by Royal Mail direct to the doorsteps of **every household in the district**, Chichester District Council's friendly and informative 'initiatives' magazine is also fully available on our website.

Produced four times a year in full colour, initiatives is a **free quality** magazine packed full of news, views, interesting and timely articles, and a handy 'What's On' guide, making it a must-read for those who live and work in the Chichester District.

We receive excellent feedback from residents:

'Always read from cover to cover'

'A very interesting magazine, all articles are useful'

'Love the read. Find it interesting always'

With a circulation of **63,000**, initiatives not only reaches every doorstep and business in the district, but is also available at council offices, in district libraries, Tourist Information Centres, as a download from our website and to customers of our Westgate Leisure centres.

With a **choice of advert sizes** to suit your requirements and opportunities to utilise high impact inside front cover and back cover spots, your message can't fail to reach its target audience:

Inside Front Cover	£985	Back Cover	£1095
Inside Back Cover	£955	Full Page	£920
Half Page	£475	Quarter Page	£280
Eighth Page	£145	Sixteenth Page	£75



We offer a fantastic opportunity to sponsor one of our most popular pages; 'What's On', a diary of events for the local community. Residents are always incredibly positive about this feature and one reader commented: "The What's On double page is excellent...to pull out and pin up in the kitchen for daily reference."

Whats On? Sponsorship

One issue **£300**
Four Issues **£1100**

All of these prices are subject to VAT. If you have advert artwork available, we ask that you supply this on booking. Should you need an advert designed, we can help you.

Chit Chat

Chit Chat is our lively bi-monthly internal newsletter which aims to entertain, inform and celebrate Chichester District Council workers. A sponsorship banner on the front cover and a sixth page advert in each issue offers you an effective channel of communication to around 650 staff.

The magazine is avidly read by staff and councillors on the intranet. Printed copies are also available throughout the organisation and at our offsite centres. These include Westgate Leisure centres, Careline, the Novium museum, and the Depot.

Exclusive sponsorship for a six month term costs £500 or £1,000 plus VAT for a year.

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'What's On' Sponsorship

Ad size= 210mm wide x 51mm + 4mm bleed,



Westgate Leisure



Westgate Leisure is a premier leisure provider with two centres, located in Chichester and Southbourne. With over 800,000 people visiting our centres every year, this is a prime location for any advertiser.

We have a designated range of advertising and sponsorship options to suit any budget, including:

- print advertising in a variety of brochures such as our Prices, Party, Active for Health and Run, Jump brochures;
- poster advertising options in different sizes around our centres and Café poster stands on tables;
- website advertising, a presence across the site with a direct link to your website;
- exhibition stand in our spacious foyer; plus
- additional advertising and sponsorship opportunities.

For more information and additional options and prices, please request our dedicated Westgate Leisure Media Pack, by emailing: advertising@chichester.gov.uk or simply visit chichester.co.uk/advertising.



Other Projects

We run a variety of projects and initiatives that mean we actively engage with our residents. From leaflets and booklets explaining essential services to print information on leisure activities and attractions, we have the perfect platform for your print media advertisement.

Sponsorship of our annual Waste and Recycling calendar (page 10) is just one example. This year-long reference tool provides essential information about collection days for the year ahead and is a fantastic way to reach people over a sustained period.



City & district opportunities

Car park advertising

Chichester's Avenue De Chartres car park receives up to 1,000 vehicles a day and is one of the city's busiest car parks. Cited close to the main commercial centre, the car park is a prime location for colourful and highly visible advertising banners and parking meter wraps.

Used by residents, season ticket holders, tourists and workers from the District and elsewhere, we have selected prime locations within the facility to ensure maximum visibility to daily car park users.

Car park exhibitions

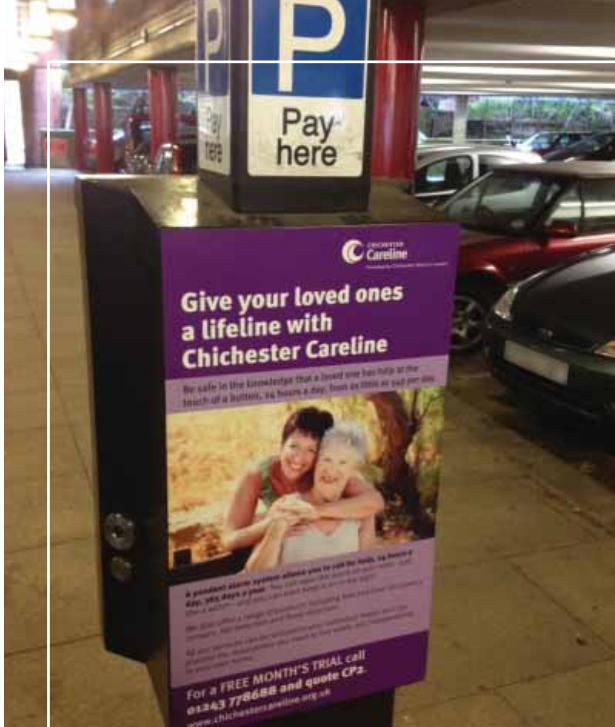
To actively engage with potential customers, why not talk to us about exhibiting in one or more of our busy car parks.

We'll give you the space you need to set up your promotional materials and equipment in a safe, accessible location and can tailor a package to suit you, dependent on your requirements, size and location of pitch. Please contact us for more information.

Banner and Wrap Rates:

Advertising Opportunity	Rates (prices do not include VAT or production costs)	Specification (these measurements relate to the distance between the corner eyelets of the banners)
Prime Ramp Banner	£250 per month	3250 wide x 790mm high
Entrance Railings Banner	£200 per month	3380 wide x 650mm high
Ramp Banner	£200 per month	3000 wide x 1400mm high
Overhead Ramp Banner	£200 per month	1800 wide x 350mm high
Parking Meter Wrap	£300 per parking meter per year There is also the option to wrap just the front or back of the meter	Front of Parking Meter: 460mm wide x 43mm high, with bottom lip 460mm wide x 22 mm high Back of Parking Meter: 360mm wide x 640mm high (please see template)

Reduced rates are offered for agreements of a year and we request that banners are provided by the advertiser.



Park and garden venue hire

Chichester is home to a number of stunning park and garden areas offering the perfect backdrop for a variety of events.

Ranging from large scale fun fairs and festivals taking place over several days to smaller local fundraising events for just an afternoon, we can find the right venue to suit any event.

We can also help if you are looking for an attractive setting for a corporate function or private reception. We even hire land to broadcasting companies looking to film in the beautiful location of Chichester.

Mobile advertising

With a new fleet of twelve pristine freighters just waiting to be customised with your message, advertising on our

refuse vehicles is an eye-catching way of creating brand recognition.

Our vehicles circulate through city centres, main and side roads, avenues and cul-de-sacs ensuring maximum visibility. Dependent on your campaign requirements we can ensure your advert is targeted to particular areas or to the whole community, helping you reach the right audience.

The panels are weather resistant so remain clean and sharp throughout your campaign. We offer an excellent rate of **£250 per side per month for a minimum of three months plus VAT and production costs.**

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Healthy living sponsorship

We pride ourselves on our successful and high profile events, offering exciting and brand building sponsorship opportunities.

Our community focused activities entertain and give people the chance to try something new, so by sponsoring our events you can promote your organisation and give something back to the community as well.

Sponsorship packages can include some of the following benefits:

- **inclusion** in pre-event publicity.
- **branding** on relevant promotional literature and merchandise.
- **banner** advertising at the event.
- **promotional** / exhibition space at the event.
- **web link** from our website.
- **the opportunity** to meet and engage with your target audience.

To support **healthy living**, why not sponsor one of our sporting events:

Chichester Triathlon, Try a Tri and Junior Aquathon - (SOLD)

The annual triathlon event is for keen sportsmen and women of all abilities and comprises of a 600m swim at Westgate Leisure Centre, 42km bike ride up Harting Hill and back to the city followed by a 10km run along Centurians Way.

The Try a Tri is a shorter distance race (400m swim, 30k bike and 5k run) for people looking to try a new sport. The Junior Aquathon is a swim and run event encompassing distances suitable for children between 8 and 16 years. All three events take place over two days, giving the weekend a high-profile festival feel. Principal sponsorship opportunity sold until 2015.

If you are interested in supporting the event and promoting your business by sampling products or offers within the goodie bags or would be interested in hiring a pitch to exhibit or sell at the event, then please contact us.

Get Active Festival

The Get Active Festival has been awarded the London 2012 Inspire mark, something only a small number of exceptional projects and events across the country have been recognised with to celebrate their contribution to the spirit of London 2012 and its legacy.

In previous years, this popular annual event has attracted over 8,000 people. Get Active is a free day out for people of all ages involving over 40 different sports and arts clubs from the local community offering free taster sessions. The day also features our Wellbeing Team who offer Mini Health Checks, Westgate Leisure, a play zone for young children, a green zone, arts and history zone, fun inflatables, and a mobile climbing wall.

Sponsorship packages are available for a principal sponsor and sponsorship of each zone.



Youth Sport Achievement Awards

Talented young sports stars across the district are honoured in the annual Youth Sport Achievement Awards. The biggest celebration of sporting achievement in the district, the event attracts up to 700 people to the ceremony held at Westgate Leisure Chichester. There are seven titles in the programme, honouring young sports stars (from 8 to 19), coaches and volunteers.

Sponsorship packages are available for each award and to a principal sponsor, including perks such as inclusion in pre-event publicity, inclusion on nomination forms to schools and clubs, branding and a presence at the event.

Green event sponsorship

By sponsoring green events and initiatives, your contribution can make a real difference by raising the profile, changing attitudes and engaging behaviour change towards key environmental issues.

Food Fare

The annual Food Fare encourages communities to care about where their food comes from while supporting the local green economy. The Food Fare provides local traders from the South Coast the opportunity to showcase their products. Visitors are able to enjoy the delicious foods available, including a range of specialist cheeses; seasonal locally grown fruit and vegetables; reared meat and caught game; and a wide range of handmade foods.

In the past the event has attracted over 140,000 people into the city centre over the three days, making it one of the busiest attractions in Chichester, and offering a fantastic way to reach and engage consumers.

Farmers' Market

Our successful farmers' markets are held across the district at Midhurst, Petworth and Chichester to help promote local food produce. Each market is attended by stallholders selling a wide variety of fresh quality produce, which they are required to grow, rear, bake, and/or preserve within 30 miles of Chichester.

The majority of our stallholders are primary producers offering a wide variety of meat, fruit, vegetables and eggs. Other types of produce include fish, cheeses, honey, cakes, chutneys and plants. This popular and vibrant event attracts the local community and visitors alike, and your sponsorship will not only bring your brand to the forefront of people's minds but will give back to the local community.

To discuss tailored sponsorship packages for these opportunities, contact Terri Foster on 01243 521059 or email: advertising@chichester.gov.uk.





Sponsoring council services

In an age where discerning customers demand ethical products, organic produce and fair-trade goods, sponsoring a project or service with Chichester District Council can illustrate you are serious about corporate social responsibility.

Roundabout sponsorship

Roundabout sponsorship is a **highly effective** way to raise your company's profile and promote your name in visible locations **24 hours a day, 365 days a year**.

Sponsoring one of our roundabout signs can promote your presence in the community whilst making a positive contribution to the area. This kind of partnership can help maintain a positive brand image, showing residents and visitors alike that you care about the local environment. And with funding going directly towards enhancing and maintaining the roundabout you sponsor, you can be sure your money is being used wisely.

Sponsorship of one of our **four key roundabouts situated on the busy A27** is a cost effective way of reaching millions of residents, commuters and visitors.

With colourful, recognisable signs, roundabout sponsorship provides high visibility for your brand around the clock, ensuring you stand out amongst your competitors.

Waste and recycling calendar sponsorship

Our annual Waste and Recycling calendar is produced and distributed at the end of the year and is **an important reference tool for residents** as it provides essential information about collection days for the year ahead and changes over the Christmas period.

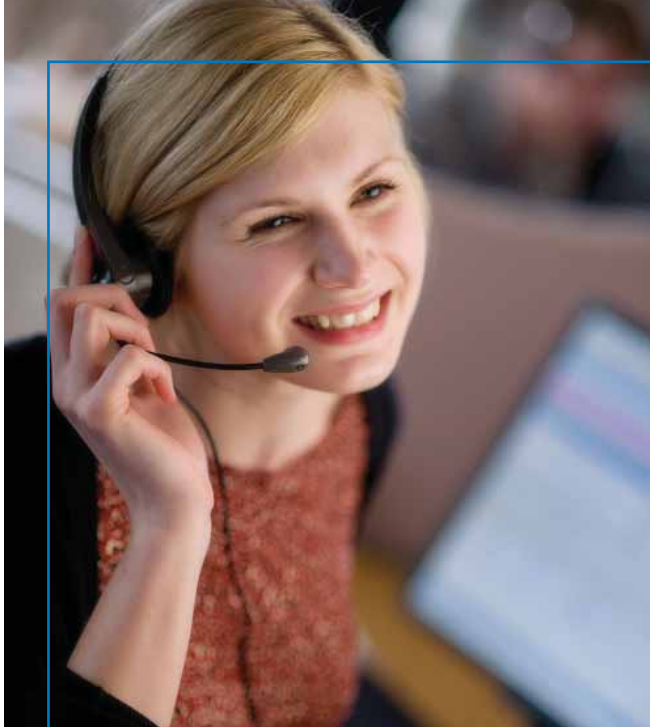
Compact enough to fit in a diary or be pinned to a noticeboard, the calendar is sent out to every resident in the district and has a **year-long shelf life**, bringing your company forefront of consumers' minds over a longer period.

A sponsorship banner on the front and back of the calendar, including a call to action with your contact telephone number or website, costs £2,000+VAT for a year (£38 per week) and can help you communicate to a very targeted audience.

Community Wardens

Community Wardens work in areas of Chichester District most in need, and are guided by the needs of these individual communities. They provide a highly visible reassuring presence to promote and enhance these communities by, for example, working with partners and local communities to deter crime, anti-social behaviour and fear of crime.

Community Wardens also take time to engage with local communities to encourage and increase their involvement, confidence and capacity to address issues of concern to them, as well as supporting vulnerable people. Wardens also work to improve and maintain the local environment to help assist this.



Wardens run a range of projects to benefit aspects of their communities, including 'Junior Wardens' schemes to engage and motivate young people as positive role models, and challenge negative stereotypes surrounding them.

Community Wardens operate via a partnership of local authorities and organisations from the communities they operate in. The work of the Community Wardens and the Junior Wardens has been positively recognised both locally and nationally.

Your sponsorship can support Community Wardens in taking positive action in our local communities, making a real difference to the lives of the people that live there.

Careline

Since the service was launched in 1985, Chichester Careline has given comfort, support and advice to over 1,000,000 vulnerable people and saved thousands of lives.

Careline is a 24/7 personal alarm service, that supports almost 21,000 clients - from young carers, businesses that have lone workers to senior citizens and anyone who wants to live safely and independently.

The heart of the community, Careline gives peace of mind to so many vulnerable people. You can help support the valuable work that this service provides, by acting as a sponsor.

The Novium

The Novium is our spectacular new museum, located in central Chichester and purpose built to showcase the remains of a Roman bath house and our large collection of historical artefacts.

Designed by the award winning Keith Williams Architects, whose projects include the Wexford Opera House in Ireland and The Unicorn Theatre in London, the museum is also home to the Chilgrove Mosaic. The mosaic dates back to the

fourth century, and was discovered at a Roman villa known as Chilgrove Villa I in the Chilgrove Valley.

Another key exhibit is the Jupiter Stone, dated between the late first and early third century AD. This has also been painstakingly conserved and rebuilt to take a prime position in the museum.

The museum, which also houses our tourist information point, is a fantastic attraction which reaches both the local community and visitors from further afield. If you would like to discuss sponsorship opportunities, we can tailor a package to suit your needs.

Westgate Leisure at Chichester and Bourne

Westgate Leisure is one of the premier leisure providers on the south coast. Situated on one of the main roads in and out of the city, Westgate is a major hub within the Chichester community. We also provide a further centre in Southbourne and are currently building a brand new centre in Midhurst. Across Westgate Leisure's Chichester and Bourne sites, we attracted around 800,000 customer visits last year.

Westgate Leisure facilities include three swimming pools, health suite, two sports halls, squash courts, state of the art fitness rooms and aerobics and dance studios. We offer a variety of advertising and sponsorship opportunities, including sponsorship of our busiest facilities, advertising posters around our centres and on our website, banners and exhibition area in our spacious foyer.

To discuss tailored sponsorship packages for these opportunities, please contact Terri Foster on 01243 521059 or email advertising@chichester.gov.uk.

The list of our advertising and sponsorship opportunities is constantly evolving. For more details on options that suit you or to book, **please contact Terri Foster on 01243 521059 or email advertising@chichester.gov.uk**