

# Light Night

## LIGHT NIGHT: CONNECTING COMMUNITIES

### INTRODUCTION

Light Night is a national programme of events covering the whole of the UK supported by ATCM. It is to be held across 6 cities in 2009 and 20 are planned for 2010, including the London launch. In total the event will become the biggest single city centre attraction in the country with an estimated 30 million people visiting an event between now and 2012. It will offer their residents and visitors the opportunity to experience their city from a fresh perspective. It is a chance for everyone to come together and celebrate the city, focusing on their shared culture, history and identity.

Light Night is endorsed by the chief executives of Birmingham, Sheffield, Nottingham, Belfast, Leeds and Liverpool councils. It has support from a cross section of politicians in the House of Commons and is seen as a major tool to reinvigorate the night time economy, reduce city centre crime and boost the city centre economy.

Light Night is also designed as a partnership between business and city centres. The Light Night business partnership represents a new way for business to work with local authorities and Partnerships. The aim is to give business a platform to prove how innovative and imaginative they can be. Light Night literally gives business the room within a city centre to control a space and produce marketing that breaks the boundaries of traditional communication and re focuses the brand on the consumer.

### The Light Night Network Exchange

A Light Night network for the founding members<sup>1</sup> has been meeting for the past year and was established following a study tour to Como, Italy in 2007. It has now been decided to formalise the group, invite others to join and provide a service to locations wishing to hold a Light night.

### BENEFITS OF Joining the Network

**These will be further developed in response to member needs. Initially these will include:**

#### 1. Light night website

The website [www.lightnight.co.uk](http://www.lightnight.co.uk) has the following features:

- Dedicated webpage for each Light Event/Location
- Calendar of Events
- Members Intranet with Bulletin Board

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<sup>1</sup> Belfast, Birmingham, Leeds, Liverpool, Nottingham and Sheffield

- Directory of participants: artists, installations light engineers, event organisers etc.
- Online photo library
- Knowledge Bank: Case studies, reports, sample funding applications and more.

## **2. Networking**

The Founding Members of the Light Night group continue to meet. Those locations that are undertaking a Light Night event will be welcome to join the group at its regular meetings.

## **3. Training and events**

Invitations to training and events, such as Light Night briefings, will be prioritised for members. A training programme is being investigated.

## **4. Funding and Sponsorship Income**

A comprehensive package sponsorship opportunities has been worked up in association with Smart City Dressing. These are detailed below, and have the potential to generate a substantial income for locations. We will work with you to maximise income for your location.

## **5. One-to-One Support**

The ATCM will appoint an officer to work with Light night members to provide answers to queries wherever possible and act as a liaison point between members in order to share best practice and facilitate learning.

## **6. News**

A regular newsletter will be produced to bring together news and opportunities of interest to members.

## **Five principles**

To become a Light Night location you must agree to observe 5 key principles:

1. *Light Night* is a cultural event, open to all with no admission charge
2. It favours community engagement in all its forms –arts, sports, music, social and voluntary groups and performances.
3. *Light Night* presents public areas in all their aspects,
4. *Light Night* is an opportunity for promoting local opportunity and activity.
5. *Light Night* encourages inter-exchange between suburban areas and the city centre.

## **FEES**

The cost of Light Night membership is £250 pa + VAT (ATCM Member) or £500 + VAT (Non-ATCM Member)

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[www.lightnight.co.uk](http://www.lightnight.co.uk)

## **LIGHT NIGHT THE IDEAL MARKETING PLATFORM FOR BUSINESS.**

- ***Light Night represents everything that is good about a city.***
- ***Light Night attracts a unique cross section of visitors to the city centre.***
- ***Light Night offers the flexibility for brands to engage with consumers in a creative environment.***

For brand activation in city centres brands need **space, time, people** and a conducive **environment**. Light Night offers of all of these.

**Space:** the event takes place across the city centre allowing brands to choose their own space whether alongside an existing event or in the busy thoroughfares between events.

**Time:** unlike staged events, Light Night is not attracting people to one site but encourages people to explore the city centre of a longer period. This gives them plenty of time to experience and discover more about your brand.

**People:** Light Night attracts a minimum of 30,000 people to a city centre, often many more. More importantly the cross section of visitor is representative of all the demographics of a city. This allows either a broad reach through title event sponsorship or targeting of a tight demographic through specific event sponsorship.

**Environment:** Light Night is a cultural, creative and eye opening experience and encourages visitors to engage with the city. In this frame of mind they will be more susceptible to relevant and intelligent marketing.

### **Light Night represents the following opportunities for business:**

1. Innovation showcase. Support or creation of key Light Night feature. Either limited to one feature or a universal feature across all Light Nights.
2. CSR. Support for the local communities that are the backbone of Light Night.
3. Direct marketing. Direct sampling of goods and services in a culture that reflects the character of Light Night.
4. Event showcase. Creation or support of a unique event from an illuminated bicycle rally to an abseiling show.
5. City Dressing. Creation and support of innovative city dressing products that both promote the event and create the backdrop to Light Night.

# **Light Night**

[www.lightnight.co.uk](http://www.lightnight.co.uk)

## **FACTS AND FIGURES**

Audience reach per city  
40,000 – 80,000 visitors  
100,000 promotional leaflets including maps  
200 city centre banners  
250,000 website hits  
Estimated total reach 10 million

## **TARGET AUDIENCE**

The event target audience encompasses the full demographic. The events are free and designed to appeal to persons of all ages and social groups. Specific events within a Light Night would attract a more focused audience. Therefore sponsorship can be targeted at specific demographic or built to attract as wide an audience as possible.

## **EVENT MARKETING AND PROMOTION**

Each city will run a separate media campaign to promote the event. The ATCM also use their pr resources to promote the Light Night brand

For more information on Light Night see [www.lightnight.co.uk](http://www.lightnight.co.uk)

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