

# Light Night

## LIGHT NIGHT: CONNECTING COMMUNITIES

### CSR & Sponsorship Opportunities

#### 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. Similar to local communities the Light Night business partnership represents a new way for business to work with the council. 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.

#### 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.

# Light Night

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

**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:**

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.

For more information and a list of opportunities please contact:

Jeremy Rucker

[Jeremy@citydressing.co.uk](mailto:Jeremy@citydressing.co.uk)

0845 680 1706

As the *Light Night* concept spreads around the UK, and to help make the events a real spectacle, we have established the *Light Night Marketplace*.

***LIGHT NIGHT MARKETPLACE***

The Marketplace is the first place that the growing Light Night Exchange Network will go to source the service, performer, artist or specialist that they may need to support their event.

To obtain a Marketplace presence please click [here](#) to download a Marketplace Application Form.

**Light Night**

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

## **PARTNERSHIP/ SPONSORSHIP PACKAGES**

### **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

### **DATES AND TIMINGS**

The next Light Night will be in Liverpool on Saturday 10th January 2009  
Nottingham is scheduled for 13th February 2009  
Birmingham, Leeds, Belfast and Sheffield dates to be confirmed.

### **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

### **2009 PARTNER PACKAGES AND MARKETING MENU**

The following packages are based on a menu approach listing specific marketing benefits allowing companies to build their own bespoke packages.  
Exclusive title and city packages are available based on value of partnership.

#### **TITLE SPONSOR**

Value of business benefits across all cities to £250,000.00  
Naming rights to Light Night:  
Light Night sponsored by (name)  
Title sponsorship promotion across all print media  
Exclusive vertical market allocation  
Seat on Light Night organisation committee

#### **CITY CHAMPION SPONSOR**

Value of business benefits in one city to £20,000.00  
Listing as exclusive City Champion for event  
VIP invitations to launch reception

#### **CITY SPONSOR**

Value of business benefits in one city to £10,000.00  
Listing as main sponsor  
VIP invitations to launch reception

# **Light Night**

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

## MARKETING MENU

Title	Description	Opportunities	Price
Official Radio Station	Exclusive local radio station	Logo on all relevant marketing literature Broadcast rights at event	Poa
Official publication	Partner consumer publication	Logo on print media Distribution stand in city centre	Poa
Official newspaper	Exclusive local daily	Logo on all relevant marketing literature Exclusive feature rights	Poa

## INDIRECT MARKETING

Title	Description	Opportunities	Price
Event promotion	Outdoor media advertising on Light Night banners	Logo and company description on street banners Listing on website	From £395.00 per banner
Event Sponsorship	Main event sponsor with primary rights to branding and audience. Opportunity to target specific audience	Logo on all event specific branding (outdoor and print) Logo on relevant generic print media Promotional stand at event Listing in website	£500.00 - £10,000.00 relative to size of event and audience.
Stage sponsorship	Primary sponsor of main and supporting stage. Sponsorship to run across all events on that stage.	Logo on all event specific branding (outdoor and print) Logo on relevant generic print media Promotional stand at stage Listing in website	£1000.00 - £5000.00 relative to size of stage
Performer Sponsorship	Exclusive sponsorship support for individual or group of performers	Branded clothing for performers. Extensive PR Logo on all relevant marketing literature Listing in website	£200.00 - £1000.00
Light spectacle sponsorship	Exclusive rights to support and/or develop a unique light based spectacle	Branding at spectacle  Extensive PR Logo on all relevant marketing literature Listing in website	£5000.00 - £20,000.00 Depending on size of light spectacle

**Light Night**

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

## DIRECT MARKETING

Title	Description	Opportunities	Price
Promotional stand	Right to build and operate a sales or marketing promotion at the event, includes reservation of 5 meter by 5 meter pitch	Branding within pitch area Logo on relevant marketing literature Listing in website	From £750.00 per site
Official product positioning	Exclusive rights to specific product marketing at event	Rights to operate brand communicators on streets Promotional stands Logo on relevant marketing literature Listing in website	£2500.00
Official demonstration arena	Sponsorship of exclusive demonstration. Event based multi location demonstration of product or service. FMCG / Auto/ IT	Branding at demonstration area Branded wayfinding Branded corporate wear Logo on relevant marketing literature Listing in website	£5000.00
VIP area sponsor	Official sponsor of VIP reception	On site branding VIP corporate invitations Display of promotional literature Opportunity to make a presentation	£2000.00

## VERTICAL MARKETING

Title	Description	Opportunities	Price
Official vertical sponsor	Official provider or sponsor of specific vertical market from IT to clothes	Package to include full range of direct and indirect opportunities to support marketing brief.	From £2500.00

## DIGITAL

Title	Description	Opportunities	Price
Film/ photographic	Official provider and digital recorder of event. Rights to distribute and sell images.	Running of public photo points	Poa/ contra deal
Website	Web based packages ranging from official sponsor to official supplier listing		From £100.00

**Light Night**

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