



## **HARTLEPOOL MARITIME FESTIVAL 2008**

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## HARTLEPOOL MARITIME FESTIVAL 2008



### **How your business can benefit from supporting the event**

Hartlepool Maritime Festival 2008 is one of the highest profile events that will occur in the region during the year. The marketing and public relations activity surrounding the festival will reach a national, regional and local audience; therefore, Hartlepool Maritime Festival 2008 presents the ideal opportunity to raise the profile of your organisation through the publicity that will surround the event.

### **The value of sponsoring Hartlepool Maritime Festival 2008**

The distribution of media information and marketing material has the potential to cover every household in Hartlepool through the distribution of 'Hartbeat', Hartlepool Borough Council's current affairs magazine. It is designed to raise awareness in Teesside, Durham and Tyne & Wear via the release of press information from Hartlepool Borough Council's PR department. The support given by your organisation will be credited whenever possible, as part of a strategic PR campaign. This means that any media coverage will raise your profile and make an extremely wide audience aware of what you are helping us to achieve.

### **How Hartlepool Maritime Festival 2008 will be promoted**

The organisers of Hartlepool Maritime Festival 2008 will have personal contact to secure the involvement of key community partners, which means that at each presentation, your organisation will be acknowledged as a contribution sponsor.

Your organisation's corporate identity will appear on marketing materials as part of the ongoing promotional campaign comprising: posters, flyers and within Hartlepool Maritime Festival 2008 souvenir programme.

Regular press stories will be released to the local and regional press to highlight emerging elements of the event, and the community involvement. The more awareness raising that occurs about the festival in general, the more your company will benefit from being acknowledged as one of its sponsors.

Awareness raising will also be achieved via promotion through the use of extensive website information points: including the Local Authority site, the Hartlepool tourism site [www.destinationhartlepool.com](http://www.destinationhartlepool.com) and the dedicated site [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) plus that One North East site and the Tees Valley First for Festivals website. This activity will be co-ordinated and promoted through the Tourist Information Centre network and with inclusion in the regional, national and international marketing campaign co-ordinated by

Hartlepool Borough Council's Tourism Officer through a range of One North East's initiatives and jointly funded media campaigns.

Visit Tees Valley is a Tees Valley Partnership initiative to promote the sub-region initially as a major visitor destination providing a family of large-scale festival or events. The initiative will provide additional promotion of the Maritime Festival on a national stage through tourism events such as the Travel Fair and by engaging with national press.

### **Invitation to Hartlepool Maritime Festival 2008 Celebration Event on board the Tall Ship 'Lord Nelson'**

The sail training Tall Ship, Lord Nelson\* will be making a welcome return visit to Hartlepool in August. The 180ft square rigger will arrive in the town from Den Helder in the Netherlands in Friday 29 August on her way back from taking part in The Tall Ships Races.

One of the benefits of being a sponsor will be an invitation to attend a unique event on board Lord Nelson on Saturday 30 August to celebrate the success of the Hartlepool Maritime Festival to that you for your contribution.

Lord Nelson is one of two Tall Ships run by the Jubilee Sailing Trust and is the only organisation in the world offering able-bodied and physically disabled people the opportunity to share the experience of crewing a tall ship together on equal terms.

*\*As featured in the Evening Gazette, "Tees Pride" on Monday, 21<sup>st</sup> January 2008*

**Please contact Katie Hammond, Events & Duty Officer on 01429 523459 if you require further details about sponsoring the Hartlepool Maritime Festival 2008.**

## The Hartlepool Maritime Festival 2008 Programme

Hartlepool Maritime Festival 2008 will be a giant piece of harbour-side theatre created by the local community to enable thousands of people to join in a celebration of the rich past, present and future maritime heritage of Hartlepool.



As in previous years the weekend long festival will provide a variety of free multi-cultural entertainment, which will appeal to the whole family.

The programme of activity is designed to utilise that land and water space to full advantage, thus capitalising on the site's unique location. Providing a wide range of interactive family activities, the event will combine professional entertainment with local, amateur talent. The activities will be accurately timed and positioned so that the participants are able to sample as much or as little activity as they choose. Consequently, the existing attractions on the Marina, Hartlepool's Maritime Experience, the Museum of Hartlepool, the retail, restaurant and entertainment centres will be complemented with staged activity happening through the festival site.

The festival will be complemented by the following activities:

- Special events within existing attractions e.g. Hartlepool's Maritime Experience, PSS Wingfield Castle, HMS Trincomalee
- Veteran's Celebration event
- A large programme of water sports and activities organised by Sports Development, Hartlepool Marina Ltd, RNLI, West View Project
- Jet ski demonstrations by Keith Rimmer
- Continental Market selling a variety of food and goods
- Large music stage from a variety of performers under the direction of Hartlepool's live music venue, 'The Studio'
- Community Stage
- Professional Street Theatre
- Visit from a few Tall Ships
- World Record attempt at dancing the Hartlepool Hornpipe
- Aerial demonstrations by artistic company 'Hang'
- Maritime site decoration
- 'A Taste of Hartlepool' – food demonstrations by local hotels/restaurants
- And much, much more...

## **Promoting the Hartlepool Maritime Festival 2008**



The Hartlepool Maritime Festival 2008 will be promoted using a comprehensive marketing campaign, which will reach a national, regional and local audience. The event will be publicised using radio, press, posters, websites and personal contact utilising a substantial amount of the event's overall budget. Promotional activity can be identified as follows:-

### **Festival Flyer**

This A5 full colour flyer is distributed in April/May around hotels, attractions, restaurants etc within Northumbria and North Yorkshire. 35,000 are printed. A further flyer is produced nearer the event and is distributed by a direct mail through regional newspapers – 256,000 are printed. Sponsorship logos can be added to the flyer.

### **Main Festival Programme**

Prior to the festival, a high quality programme will be published identifying and acknowledging sponsors. 50,000 will be printed and distributed throughout the North East and on the festival weekend. The programme will detail a full timetable of entertainment and information with an easy to follow site plan. The front cover and inside spread will detail the festival and the back will acknowledge all sponsors using their corporate identity.

### **Media Information**

Media information and marketing material acknowledging sponsors has the potential to reach every household in Hartlepool through the distribution on the 'Hartbeat' magazine and with the circulation of press information throughout media outlets in the Tyne Tees region. This means that an extremely wide audience will be aware of what you are helping us to achieve.

### **Regular Press Release**

Regular press releases will be released to the local and regional press to illustrate the community involvement and the artistic work in development, the more awareness raising that occurs about the festival in general, the more your company will benefit from being acknowledged as one of its sponsors.

### **Corporate Identity on Marketing Materials**

Your organisation's corporate identity will appear as part of the ongoing promotional campaign comprising of posters and flyers. You will be given leaflets to display on your premises to advertise the fact that you support the festival and to actively encourage other organisations to become sponsors.

### **Personal Contact**

The Events Officer is in the process of securing the involvement of key community partners, which means that at each presentation, your organisation is acknowledged as a sponsor. Your willingness to contribute will be used to encourage other businesses to participate therefore an association with other sponsors will soon be established.

### **On-line**

Awareness raising will be achieved via promotion through the use of extensive website information points: including the Local Authority site, the Northumbria Tourist Board site and First for Festivals website. This activity will be co-ordinated and promoted through the Tourist Information Centre network and with inclusion in the regional, national and international marketing campaign co-ordinated by Hartlepool Borough Council's Tourism Officer through a range of Northumbria Tourist Board initiatives and jointly funded media campaigns.

The Maritime Festival has it's own website which will be promoted on all marketing material, [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) Hartlepool has a dedicated visitor website, [www.destinationhartlepool.com](http://www.destinationhartlepool.com) which will feature the festival. This also links into Hartlepool's community portal.

### **Hartlepool Mail**

There will be a 2-4 page supplement in the newspaper detailing the festival weekend's activities. Plus regular editorial in the run-up to the festival.

### **Radio/TV**

The last festival involved a joint radio and TV campaign with a key sponsor, and we are anticipating similar coverage in 2008.

### **Poster**

500 A3 posters will be distributed widely through the region including all Tourist Information Centres, libraries, hotels etc.

### **Banners**

Banners will be assembled around the festival site.

### **Bus Shelter Advertising**

Bus shelter advertising of the festival as well as advertising on the back of local buses is also being considered.

## Sponsorship Packages



### Package A

Festival Programme

Website information (company/sponsors logo will be identified on website [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) for the Maritime Festival)

Media information

Display of four own corporate banners

Regular press releases/adverts

Corporate identity on festival banners

Corporate hospitality

Sole sponsor of a major element of the festival i.e. –

- Music Stage
- Water-based activities
- Street Theatre
- Continental Market

**£10,000**

### Package B

Festival Programme

Website information (company/sponsors logo will be identified on website [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) for the Maritime Festival)

Media information

Display of four own corporate banners

Regular press releases/adverts

Corporate identity on festival banners

Corporate hospitality

Part sponsor of an element of the festival i.e. –

- Music Stage
- Water-based activities

**£5,000**

### Package C

Festival Programme

Website information (company/sponsors logo will be identified on website [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) for the Maritime Festival)

Media information

Display of 2 own corporate banners

Regular press releases/adverts

**£2,500**

### Package D

Festival Programme

Website information (company/sponsors logo will be identified on website [www.hartlepoolmaritimefestival.co.uk](http://www.hartlepoolmaritimefestival.co.uk) for the Maritime Festival)

Media information

Display of own corporate banner

**£1,000**

## Reply Slip



We wish to take the opportunity to invest in the following sponsorship package (please tick) appropriate box.

- Package A -  £10,000 + vat
- Package B -  £5,000 + vat
- Package C -  £2,500 + vat
- Package D -  £1,000 + vat

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone No: \_\_\_\_\_

Please return to: Katie Hammond  
Events & Duty Officer  
Sir William Gray House  
Clarence Road  
Hartlepool  
TS24 8BT

Tel: 01429 523459

Email: [katie.hammond@hartlepool.gov.uk](mailto:katie.hammond@hartlepool.gov.uk)

**Many thanks for your contribution to making this a great event!**