

HAMMERSMITH Summer Festival 2022

Sponsorship 2022

The Hammersmith BID Summer Festival is an award-winning event bringing two months of free sports, culture and entertainment to the Hammersmith town centre. Taking place during June and July, the programme of events is designed to attract people into the town centre and help drive dwell time.

There are many opportunities the Hammersmith BID Summer Festival can help you to reach the festival's audience and beyond.

- Event sponsorship
- Competition partnerships
- Inserts and leaflet distribution

Reasons to sponsor or advertise at the Summer Festival

- **Promote your business to over 14,000 attendees** made up of 40% workers, 21% residents and 39% visitors and online audience of over 9,000 social media followers
- **Benefit from a wide PR coverage** - The high reputation that the event has built means the Summer Festival receives regular local and national media coverage
- **Build your brand** - Associate your business with other reputable businesses in Hammersmith
- **Share your brand** directly through our targeted mailings lists

What events to expect this year:

- Live Wimbledon on the Big Screen
- Free film nights
- Deckchairs
- Picnics in the Square
- Festival of Music at St Paul's Church Green
- Free guided walks through the local area
- Free outdoor fitness classes
- Table tennis tables

Previous event sponsors and partners



Contact

Please contact Shaun Ames - s.ames@hammersmithbid.co.uk to discuss sponsorship opportunities.



hammersmithbid.co.uk

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Sponsorship Opportunities

HEADLINE SPONSOR £15,000

- **Promotion and branding exclusivity**
- Branded Stewards
- Pop Up Banners
- 8 mins airtime on Big Screen *
- Dedicated sponsor page with full listing on Hammersmith BID website
- Advertising space on our App (footer banner)
- Branded app notifications
- Weekly email promotion to our database of 12,000+ contacts
- Sponsor logo on all printed material
- Sponsor logo on Big Screen Wrap
- Sponsor logo on Big Screen
- Sponsor logo on 50 x deckchairs
- Regular digital mentions and promotions of sponsor before, during and after the event including website and social media
- Distribution of sponsor promotional material on-site
- Promotional material display space for sponsor
- Acknowledged as a sponsor on our Hammersmith BID app
- Unlimited Days Pop ups on-site, ie. free sampling

GOLD £10,000

- Pop Up Banners
- 4 mins airtime on Big Screen *
- Dedicated sponsor page with full listing on Hammersmith BID website
- Advertising space on our App (footer banner)
- Branded app notifications
- Weekly email promotion to our database of 12,000+ contacts
- Sponsor logo on all printed material
- Sponsor logo on Big Screen Wrap
- Sponsor logo on Big Screen
- Sponsor logo on 20 x deckchairs
- Regular digital mentions and promotions of sponsor before, during and after the event including website and social media
- Distribution of sponsor promotional material on-site
- Promotional material display space for sponsor
- Distribute promotional material to all local businesses
- Acknowledged as a sponsor on our Hammersmith BID app
- 5 Days Pop ups on-site, ie. free sampling

SILVER £5,000

- 2 mins airtime on Big Screen *
- Sponsor logo on all printed material
- Sponsor logo on Big Screen Wrap
- Sponsor logo on Big Screen
- Sponsor logo on 10 x deckchairs
- Regular digital mentions and promotions of sponsor before, during and after the event including website and social media
- Distribution of sponsor promotional material on-site
- Promotional material display space for sponsor
- Distribute promotional material to all local businesses
- Acknowledged as a sponsor on our Hammersmith BID app
- 2 Days Pop ups on-site, ie. free sampling

Bronze £3,000

- 1 mins airtime on Big Screen *
- Sponsor logo on all printed material
- Regular digital mentions and promotions of sponsor before, during and after the event including website and social media
- Distribution of sponsor promotional material on-site
- Promotional material display space for sponsor
- Distribute promotional material to all local businesses
- Acknowledged as a sponsor on our Hammersmith BID app
- 1 Day Pop up on-site, ie. free sampling

Bespoke

- We are happy to look at a bespoke package to fit budgets of any size

* Every 45 mins, while the advertising loop is running

