



Preston
City Council

Preston Community Arts & Culture Sponsorship



Contact Details

For further information please contact Robina Deakin,
Fundraising and Development Officer at Preston City Council.



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Sponsorship

Preston Community Arts & Culture Sponsorship

“Preston Culture Team help to deliver a wide range of inclusive and diverse Arts & Culture Events with our incredible communities throughout the year and across Preston, for all ages to enjoy.

Are you looking to put your name behind the next outstanding culture event in our city?

Each event needs support from local businesses and sponsors like you, and offers a fantastic, unique opportunity to support something close to your heart or business vision and provide social value.

Promote yourself to audiences across Preston through the [visitpreston.com](https://www.visitpreston.com) website receiving 730k views & 3.8m impressions on socials, and help us deliver events which in 2023 attracted:

- 150,000 Event Visitors
- £1.7m Spend in the Local Economy
- £2.5m Footfall in Preston City Centre

To make it easier to see where support is needed, Preston Culture Team has brought together the calendar of Community Arts & Culture Events - we would love your support to make these happen and there are different sponsorship packages available 'Boost, Bolster, Headline or Lead the Way'.

Please do get in touch with our officer Robina Deakin for more information.”

- **Councillor Anna Hindle**, Cabinet Member for Culture and Arts, Preston City Council



Events Calendar

Community Arts & Culture Events

Choose an event to **Boost**, **Bolster** or **Headline** with your sponsorship.

Event	Details	More Info
Christmas 2024	2024 will see the return of Fire Garden in December.	<ul style="list-style-type: none"> • Festive Fire Garden 2024 - Visit Preston
Egg Rolling 2025	Each year in March/April Bank Holiday Monday Avenham Park.	<ul style="list-style-type: none"> • Egg Rolling in Preston - Visit Preston
Preston Summer Programme 2025	Each Year from June-August.	<ul style="list-style-type: none"> • Preston City Centre Events 2024 - Visit Preston
The MET 2025	Each year in July.	<ul style="list-style-type: none"> • The MET - Visit Preston • The MET (Mobile Event Tent) • Mobile Event Tent (MET) - In Certain Places
Encounter Festival 2025	Each year in September. Also Supported by Arts Council England.	<ul style="list-style-type: none"> • Encounter Festival - lancsencounter.co.uk • Encounter Festival 2024 - Visit Preston
Christmas 2025	A spectacular event in the city each year in early December.	<ul style="list-style-type: none"> • Visit Preston Home - Visit Preston
The Harris - Gallery Two Programme	In collaboration with our communities. Taking place in Gallery Two, The Harris from 2025.	<ul style="list-style-type: none"> • Gallery Two News - theharris.org.uk • Gallery Two info and application - theharris.org.uk



Sponsorship Packages

Sponsorship Packages

Choose one of our events to **Boost**, **Bolster** or **Headline** with your sponsorship. Or **Lead the Way** by supporting multiple events or multiple years.

Boost the programme with £500

As a thank you you'll receive:

- Your logo in the printed programme for 1 event*
- Inclusion and thank you within social media campaign for 1 event*
- Volunteering opportunities for your staff to give back to the community and build your social capital.
- Opportunity to advertise on Visit Preston website with a product page visitpreston.co.uk

Bolster it with £1,000

We'll thank you with all the Boost benefits plus:

- Priority branding opportunities and prominent inclusion on sponsor boards at 1 event*
- Half-page Advert in the printed programme for 1 event*
- Branding on printed programme and inclusion in associated print for 1 event*
- Acknowledgement in e-newsletters promoting the event/programme.
- 5 invitations to Encounter and Christmas VIP launches

Headline with £5,000

You'll receive Boost and Bolster benefits for 1 event plus:

- Opportunity to have a physical presence at 1 event*
- Opportunity to run giveaways, competitions and special deals at 1 event*
- 10 invitations to Encounter and Christmas VIP launches and an opportunity for your chosen representative to speak.
- Your company name, personalised message and link to your website on the supporters' page of your event*

Lead the Way

Your commitment across 2-3 events, or the same event for multiple years will further strengthen our programme and planning.

Receive **Boost**, **Bolster** and **Headline** benefits x2 events* with £9,000, or x3 events* with £12,000

We're happy to discuss any ideas you might have to give your support your way. If you would like to discuss further please get in touch on 01772 906507 or R.Deakin@preston.gov.uk

***Event(s) of your choice subject to availability and discussion with events team.**

Printed programmes include:

- **City Events printed programme confirmed Jan for launch in February.**
- **Egg Rolling printed programme confirmed March for print in April.**
- **The MET printed programme confirmed June for print in July.**
- **Encounter Festival printed programme confirmed Aug for print in September.**
- **Christmas in Preston printed programme confirmed Oct for print in November.**