



ST NEOTS CHARITY DRAGON BOAT FESTIVAL

EVENT ADVERTISING OPPORTUNITIES



Advertising at St Neots Charity Dragon Boat Festival, provides an exciting opportunity to showcase your business, connect with the local community and raise brand awareness. As one of the principle annual events for the town - which exists to raise funds for local charities - association with this event also links with corporate social responsibility objectives. Advertising proceeds from this event will be donated to local charities.

OPPORTUNITIES & PRICING

Event Programme

The printed A5 event programme will be distributed to event participants and spectators on the day. Advertising space is sold to support the production of this publication and to raise additional funds for charitable donations.

Digital Screen Advertising

The racing action will be broadcast live on a 12sqm LED screen which will be interlinked with advertisements during entertainment breaks. All advertisements will be shown at intervals throughout the day between 11am and 6pm.

Dragon Boat Race Sponsorship

Businesses looking to enter a crew into the dragon boat race can choose sponsorship, providing a unique opportunity to raise brand awareness, support local charities and offer staff a fun and rewarding team challenge activity.

Who to contact:

To reserve an advert in the event programme or on the screen Contact Mike Truswell at St Neots St Mary's Rotary Club on 07904 494 335/mike.truswell@hotmail.co.uk

For sponsorship complete the race day entry form available on www.stneots-tc.gov.uk and return to Katie Williams at the Town Council: katie.williams@stneots-tc.gov.uk/01480 388 912

Prices

- Whole page advert* £100 (no VAT)
- Half page advert* £60 (no VAT)
- Quarter page advert* £35 (no VAT)
- Eighth of a page advert* £25 (no VAT)

*Artwork should be supplied in print ready format as PDF/JPEG file. Image graphics must be at least 300dpi.

Digital screen advert** plus a whole page advert in printed programme@ £200 (no VAT)

**Artwork must be supplied in finished format as PDF/JPEG in landscape, dimensions 1920 x 1080mm.

Silver Sponsorship £850+VAT includes: £400 donation to charity, two training sessions pre-race day, dedicated crew coach, official team photograph, half page advert in programme, corporate logo printed on one race day dragon boat, team tent.

Gold Sponsorship £1,200+VAT includes: £600 donation to charity, two training sessions pre-race day, dedicated crew coach, official team photograph, whole page advert in programme, digital screen advert, corporate logo printed on one race day dragon boat, team tent.

