



BOGNOR REGIS
TOWN COUNCIL



Sunday 7th July, 12pm – 5pm
West Park, Bognor Regis

Drive Through Time Motor Gala

Event Sponsorship Package 2024



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@BognorRegisTCEvents





About

- ▶ The annual Drive Through Time event, now in its 11th year, showcases vintage and modern vehicles alongside a live broadcast of the Silverstone F1 Grand Prix on the Big Screen. Also includes live music, children's activities, food concessions and a craft and charity fair.
- ▶ The Drive Through Time Motor Gala sees West Park filled with over 200+ vehicles/bikes through the ages from -across the UK that attend annually, in addition to the well-attended craft and charity fair showcasing the many local groups, charities and businesses in the area.
- ▶ A high-quality music act opens the festivities, before the Silverstone F1 race is live broadcast on the Big Screen. The Kids Zone is packed with free children's activities to keep all age groups entertained throughout the day.

Event goals



Provide a day of free entertainment to residents and visitors



Give businesses and community groups an opportunity to raise awareness and funds



Encourage visitors into Bognor Regis

**Footfall estimate:
10,000 – 15,000**

What's in it for you?

An opportunity to reach thousands of potential customers through our extensive advertising of the event



Digital Publicity

- Town Council's social media accounts
- Town Council website
- Town Council E-Bulletin
- Regional and national social media and website promotion



Local and National Promotion

- Posters and banners in key locations
- Advertisement in local and national trade magazines



Press Releases

- Newspapers
- Magazines
- Mayor's weekly article

Headline Sponsor

£1,500

- Listed on event plaque as main sponsor
- Advert included in the event programme
- A 3m x 3m pitch at the event & numerous pitches for display vehicles
- Ticker on Big Screen with company name and logo
- Press mentions and quotes in press releases
- Press release photo
- A mention in the Mayor's opening speech and photo opportunity with the Mayor
- Official welcome announcement by Town Crier
- Up to four promotional banners (to be supplied by you) to be displayed at the event
- Link, logo and information on the Town Council website events section
- Social media – acknowledged as an event sponsor on our social media channels
- Dedicated social media post acknowledging you as the headline sponsor in the lead up to the event
- Inclusion of company logo on posters and banners advertising the event



Example of a previous year's laminated, adhesive plaque given to all exhibitors and attendees of the event

Gold Sponsor

£1,000

- Inclusion of company logo on posters and banners advertising the event
- A 3m x 3m pitch at the event & pitch space for display vehicles
- Press mentions and in press releases
- Press release photo
- A mention in the Mayor's opening speech
- A promotional banner (to be supplied by you) to be displayed at the event
- Link, logo and information on the Town Council website event section
- Social media – acknowledged as an event sponsor on our social media channels
- Company logo in the event programme



Silver Sponsor

£500

- A 3m x 3m pitch at the event to undertake promotional activities + pitch space for 2 display vehicles
- Logo on event banners and posters
- Thanked as a sponsor in press releases
- Link to company on Town Council website events section
- Social media – acknowledged as an event sponsor on our social media channels
- Company logo in the event programme



Bronze Sponsor

£250



- Company name listed in event programme
- A 3m x 3m pitch at the event to undertake promotional activities
- Logo on event banners and posters

Sponsor Benefits	Bronze (6 available) £250	Silver (4 available) £500	Gold (2 available) £1,000	Headline Sponsor (1 available) £1,500
Listing on event plaque	No	No	No	Yes, as main sponsor
Logo on BRTC event banners	Yes	Supported by Business name	With thanks to Business name	Sponsored by Business name
Logo and link on BRTC website	Supported by Business name	Supported by Business name + link	Supported by Business name + link	Sponsored by Business name + link
Mention in press releases	Supported by business name	Supported by Business name	Supported by Business name + photo	Sponsored by Business name + quote from you + photo
Mention in social media posts	Supported by Business name	Yes + link to Business social media on event posts and event listing on FB	Yes + link to business social media on event posts and event listing on FB	Yes + link to business social media on event posts and event listing on FB + 1 dedicated acknowledgement post
Pitch at event	Yes	Yes	Yes	Yes
Logo in event programme	Supported by Business name	Yes	Yes + brief info and contact details	Yes + info, contact details and advert
Business banner at event	No	No	Yes (1)	Yes (4)
Mention in Mayor's speech	No	No	Yes	Yes + photo opportunity with the Mayor + announcement by Town Crier
Acknowledgement in BRTC annual newsletter	No	No	No	Yes
Ticker on Big Screen with company name and logo	No	No	No	Yes