



**GREAT YARMOUTH**  
BOROUGH COUNCIL

**SPONSORSHIP AND ADVERTISING  
OPPORTUNITIES 2022**



## WELCOME

The Great Yarmouth Wheels Festival is now in its 6th year and is an amazing celebration of all things wheels. Whether on two or four wheels, the festival brings together an array of classic, contemporary and wacky vehicles, all eager to star in this seafront spectacular.

After the unfortunate cancellation of the 2020 and 2021 festival due to Covid-19, the festival committee are keen to repeat the incredible success of the last festival. 2019 saw some 50,000 visitors spending their weekend wandering their way through an amazing range of exhibits, the festival committee are looking at making 2022 bigger and better.

This year's Wheels Festival will take place over the weekend of 2<sup>nd</sup> and 3<sup>rd</sup> of July. Plans are already in place for the event to cover a larger area, with new and returning exhibitors and traders already confirmed.



## SPONSORS

Without sponsors, the Great Yarmouth Wheels Festival would not be possible, and they have been key to the continued growth and success of the weekend. Sponsorship support gives you the platform to engage with businesses, residents and visitors that you may not have had previous exposure to.

Sponsorship of the festival is supported by a campaign of public relations and marketing. This includes pre and post event media coverage, press releases, radio coverage, website presence, email and media coverage.





## EXPOSURE

Each year the Great Yarmouth Wheels Festival receives more coverage regionally and digitally, with staggering numbers of online interactions, radio air time and a huge range of regional press.

The festival has its own dedicated page ([www.gywfestival.co.uk](http://www.gywfestival.co.uk)) on the Great Yarmouth Tourism website ([www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk)).

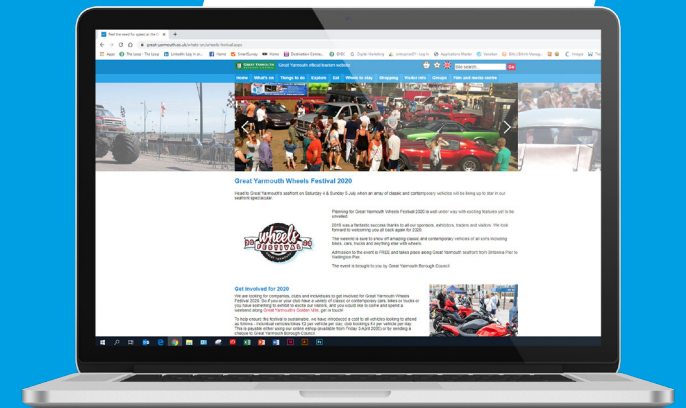
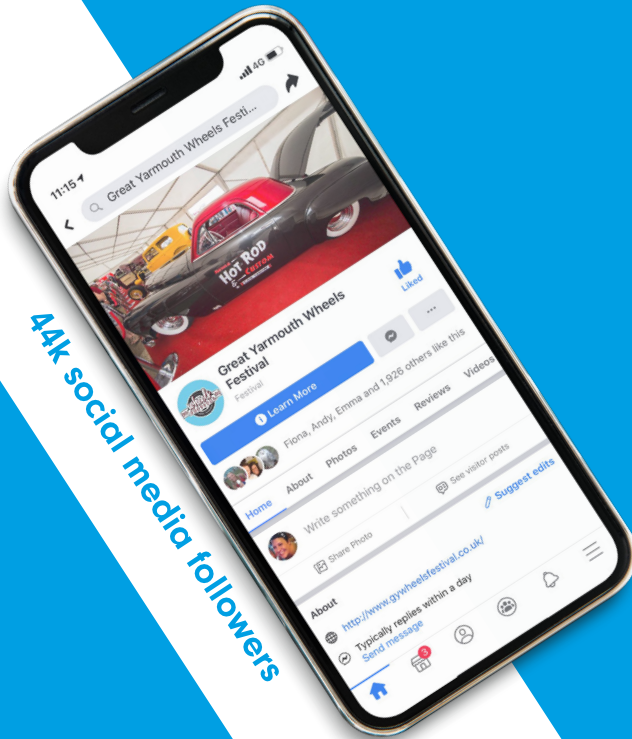
Alongside exposure on the Wheels Festival Facebook page, vast audiences are also reached via the tourism and Great Yarmouth Borough Council social media platforms (Facebook, Twitter and Instagram).

8.5k unique page views in the 4 weeks leading to 2019 festival, increase of 345%.

Regional promotion on Radio Norfolk including live broadcast in 2019.

160 items of news coverage in 2019

50k display advert impressions in 2019.





## HEADLINE SPONSOR

### Designation:

As Headline Sponsor you will receive joint billing of the festival:

"Great Yarmouth Wheels Festival in association with Company Name".

Plus - Your name will be put against the brand new for 2022 'Show and Shine Area' which will see cars and motorbikes compete for the 'Best in Show' trophy which you will have the opportunity of helping to judge and present.

### Digital:

- Use of the Wheels Festival logo.
- Presence on sponsors section of the website with contact details and hyperlink to your website.
- Coverage across social media platforms.
- Coverage in e-shots to tourism database.

### Event Programme:

- Full page, full colour advert.
- Logo in event programme.
- Acknowledgement on sponsors page with a summary of your organisation and contact details.

### Event Branding:

- High visibility with logo appearing prominently across event marketing and publications.
- Acknowledgement on event banners and posters, including dedicated banner situated at Sea Life Gardens (central point of the event).
- Credit in event related press releases and radio coverage.

### Event Presence:

- Twenty complimentary tickets to a headline attraction.
- Display space at the festival.

**Headline  
Sponsor  
Investment  
£20,000  
plus VAT**



## ARENA SPONSOR

### Designation:

Sponsor of an arena which will be named after sponsor, options available:

- High adrenaline.
- Jetty North Arena.
- Anchor Gardens.

### Digital:

- Use of the Wheels Festival logo.
- Presence on sponsors section of the website with contact details and hyperlink to your website.
- Coverage across social media platforms.

### Event Programme:

- Full page, full colour advert.
- Acknowledgement on sponsors page.

### Event Branding:

- Logo will appear prominently across event marketing and publications.
- Acknowledgement on event banners located at chosen arena.
- Credit in event related press releases.

**Arena  
Sponsor  
Investment  
£7,500 plus VAT**



## GOLD SPONSOR

### Designation:

- Festival sponsor.

### Digital:

- Use of the Wheels Festival logo.
- Presence on sponsors section of the website with contact details and hyperlink to your website.
- Coverage across social media platforms.

### Event Programme:

- Full page, full colour advert.
- Acknowledgement on sponsors page.

### Event Branding:

- Logo will appear prominently across event marketing and publications.
- Credit in event related press releases.

**Gold  
Sponsor  
Investment  
£4,000 plus VAT**



## TROPHY SPONSOR

### Designation:

- Trophy sponsor.
- Trophies to be awarded to a range of 'best of' vehicles.
- Opportunity to select the winner.

### Digital:

- Use of the Wheels Festival logo.
- Presence on sponsors section of the website with hyperlink to your website.
- Coverage across social media platforms.

### Event Programme:

- Full page, full colour advert.
- Acknowledgement on sponsors page.

### Event Branding:

- Logo will appear across event marketing and publications.

**Trophy  
Sponsor  
Investment  
£1,500 plus VAT**

## CLASSIC SPONSOR

### Designation:

- Sponsor.

### Digital:

- Use of the Wheels Festival logo.
- Presence on sponsors section of the website with hyperlink to your website.
- Coverage across social media platforms.

### Event Programme:

- Acknowledgement on sponsors page.

### Event Branding:

- Logo will appear across event marketing and publications.

Classic  
Sponsor  
Investment  
£500 plus VAT



## ADVERTISING OPTIONS

Placing an advert in the Great Yarmouth Wheels Festival Guide is an excellent way to expose your business to some 50,000 visitors. By advertising in the A6 pocket sized guide, you will assist in keeping the festival a free to attend event in the future, while increasing awareness of your product or service.

Advertising options available:

- Back page, full colour advert plus a money off voucher - £300 plus VAT (subject to availability).
- Inside front cover, full colour advert plus money off voucher - £250 plus VAT (subject to availability).
- Inside back cover, full colour advert plus money off voucher - £225 plus VAT (subject to availability).
- Full page, full colour advert plus money off voucher - £175 plus VAT.

Please supply your advert artwork at 148mm x 105mm, ideally with a 3mm bleed.

## MONEY OFF VOUCHERS

There is now the option to advertise within the guide using 'money off vouchers'. You can choose to have one that is valid for the weekend of the Wheels Festival, or make the most of the exposure and include a second one valid for a different period of time, to encourage visitors back. Full colour voucher available at £60 each or two for £100 plus VAT.

All advertising must be booked with artwork supplied for adverts by 5pm on Friday 13 May. The Guide will then be designed, printed and start to be distributed the week commencing 30 May which is the start of half term.





For further information on Sponsorship Packages and  
Advertising options please contact the team on:

Email: [wheels@great-yarmouth.gov.uk](mailto:wheels@great-yarmouth.gov.uk)

