

Ipswich
ENTERTAINS
**SPONSORSHIP
OPPORTUNITIES**

**Working in partnership to
help local businesses thrive**



Events Calendar



7

HOLI FESTIVAL
March – April
Alexandra Park
Attendance 3,000



8

WINDRUSH FESTIVAL
June
Cornhill & Murray Park
Attendance 2,500



9

GLOBAL RHYTHMS
July
Christchurch Park
Attendance 15,000



10

IPSWICH MUSIC DAY
July
Christchurch Park
Attendance 30,000



11

INDIAN SUMMER MELA
July
Christchurch Park
Attendance 8,000



14

PANTALOONS OPEN AIR THEATRE
July
Christchurch Park
Attendance 500 max



15

FAMILY FUN DAYS
July – August
Various Parks
Attendance 10,000



16–17

SUMMERTIME IPSWICH*
August
Waterfront
Attendance 25,000
*Awaiting confirmation



12–13

ONE BIG MULTICULTURAL FESTIVAL
September
Alexandra Park
Attendance 4,000



18

CHRISTMAS LIGHTS SWITCH ON
November
Cornhill
Attendance 6,000

Please note: not all events might make it into the final line up. There are sponsorship opportunities for Cornhill Events, please contact the Events Team for further information

Foreword



Ipswich Borough Council has organised events promoting the culture, vibrancy and diversity of Ipswich for the past 32 years, transforming the town into a regional centre for entertainment and the arts.

This is in no small part thanks to our in-house events team and, of course, the valuable support of businesses like yours. Together we can achieve even more in the future.

This sponsorship opportunities brochure is the next step in further developing that relationship. We recognise these can be challenging times for businesses and that is why we are offering more innovative ways for you to get involved. We also know that a successful events programme boosts the local economy – a key priority.

This brochure contains all the commercial space available at our events, so, no matter the size of your company or the depth of your marketing budget, we will find a way to help you promote yourself to the 140,000 people who attend our events annually.

We look forward to the start of the conversation soon.

Mark Whiting

Mark Whiting
Head of Vibrant Town Services
Ipswich Borough Council

SPONSORSHIP OPPORTUNITIES

- Headline Sponsorship
- Main stage sponsorship
- Brand activation space
- Public engagement activity
- Big screen advertising
- Small screen advertising
- Banner placements
- Concessionary tickets
- Events programme adverts
- Social media presence
- Online & Printed promotion
- E-shot promotions/Adverts
- Bespoke & Tailor-made activities
- Lead / Support Car

Don't see the right opportunity for you? Have you got ideas of how your company would like to be represented at these events? Speak to our events team to see if we can tailor-make a package to suit your needs.



Ipswich
ENTERTAINS

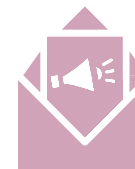


HEADLINE FIGURES



SOCIAL MEDIA:

- 1,895,015 impressions (2023)
- Engagement rate of 3.8% (2023)
- Audience of over 13,317 (2023)



E-MARKETING:

- 5,111 subscribers
 - 42% open rate (avg. 2023)
 - Reach over 25,000*
- (*Sponsor representation for a whole year in e-marketing)



WEBSITE:

- Over 50,000 Unique page views per year (2022)
- 92,263 page views (2023)
- 48,495 website users (2023)
- Over 195,000 Unique page views (2019)
(Last full programme)



AUDIENCE:

- Our annual programme is attended by over 140,000 people
- Our commercial events attract over 60,000 people annually



**Our events
programme has
been running for
over 30 years!**



START THE CONVERSATION

Think sponsorship might be right for your business?

Contact our events team at events@ipswich.gov.uk and start the conversation today

Our team will help build the sponsorship package for you, making sure you get the representation that you desire.



Holi Festival



DATE
March – April



LOCATION
Alexandra Park



ATTENDANCE
3,000



TICKETS
Free Entry



EVENT DESCRIPTION
A vibrant festival of coloured powder-paint throwing to celebrate the ancient Hindu Festival of Love, Spring and Colours.



YOUR AUDIENCE
All communities, very family friendly



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Social Media Presence
- Online & Printed Promotion
- E-shot inclusion
- Bespoke Opportunities



WHY THIS EVENT?
A vibrant and visually impactful event with strong Indian Community Partners, the event heralds the start of a wonderful event season and full Ipswich programme.



Windrush Festival



DATE
June



LOCATION
Cornhill



ATTENDANCE
2,500



TICKETS
Free Entry



EVENT DESCRIPTION

Marking National Windrush Day. Celebrating the arrival of the HMT Empire Windrush in Tilbury Docks in 1948. A celebration of West Indian flavoured food and musical stage performances.



YOUR AUDIENCE

All communities, town centre location, family friendly, West Indian community led.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Social Media Presence
- Online & Printed Promotion
- E-shot inclusion
- Bespoke Opportunities



WHY THIS EVENT?

A strong poignant event celebrating how communities have endured and integrated. Attracts positive press.

Global Rhythms



DATE
July



LOCATION
Christchurch Park



ATTENDANCE
15,000



TICKETS
Free Entry



EVENT DESCRIPTION

Colourful celebrations of worldwide cultures, live music, art and food brings together a diverse, receptive audience. A popular event for families and those with young children.



YOUR AUDIENCE

Young families and adults interested in world cultures and music.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?

A day in the park makes stage sponsorship and banner placement highly effective. Use brand activation space to host your own activity on the day, entertain visitors and leave potential customers with a special offer.



Ipswich Music Day



DATE
July



LOCATION
Christchurch Park



ATTENDANCE
30,000



TICKETS
Free Entry



EVENT DESCRIPTION
This six-stage all-day event is the UK's largest free outdoor music festival. A centrepiece of the Ipswich social calendar for decades, it attracts visitors of all ages and demographics from across East Anglia. As a flagship event, sponsorship space is in high demand.



YOUR AUDIENCE
Broadest appeal. Men and women aged 15-80, families



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?
30,000 potential customers visiting stages bearing your company name, with sponsored programmes and seats in picnic areas. Advertise in advance with inclusions in social media, e-shots and web, use incentives to revisit through vouchers/QR codes. Use brand activation space to attract and engage your audience, the only limit is your imagination.

10



Indian Summer Mela



DATE
July



LOCATION
Christchurch Park



ATTENDANCE
8,000



TICKETS
Free Entry



EVENT DESCRIPTION
A celebration of Asian culture, the vibrant marketplace and food village attracts visitors from Ipswich and beyond. Performance areas featuring local artists, Indian dances, Yoga, Tai Chi and Bollywood workshops keep visitors on-site all day.



YOUR AUDIENCE
Families and adults interested in Asian culture, Indian dancing, music and food.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?
Brands with associations to all things Asian will thrive at this event. Businesses offering handmade crafts, loyalty cards, free samples or introductory classes could entice this large captive audience to visit you again. Let people know you are attending our event in advance by promoting yourself on our website, social media, in e-shots or on our event literature.

11



Pantaloons Open Air Theatre



DATE
July



LOCATION
Christchurch Park



ATTENDANCE
Maximum attendance 500



TICKETS
(In the region of) Adult: £14,
Child/Conc: £10, Family: £40



EVENT DESCRIPTION
Held in the scenic and central
Christchurch Park, against the
stunning backdrop of the Mansion,
an acoustic open-air theatre
performance of the classics. Hugely
popular and a sell out every year.



YOUR AUDIENCE
Adults and families of
older children.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Brand Activation Space
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?
One of the few IBC ticketed events
in the programme, a high-quality
theatrical performance staged by
the amazing Pantaloons in Ipswich
for over a decade. Very much an
advertising opportunity as opposed
to engagements.



Family Fun Days



DATE
July – August



LOCATION
Holywells Park, Alexandra Park,
Chantry Park, Bourne Park,
Whitehouse Park, Murray Road Rec,
Ransomes Sports Pavilion



ATTENDANCE
10,000 over series of events



TICKETS
Free Entry



EVENT DESCRIPTION
A fantastic opportunity to have
an afternoon out with the children
during the Summer Holidays.
The Family Fun Day Series sees
a templated event travel around
the different Wards of Ipswich.
Consisting of climbing walls, fun-
fair, animal education exhibits, soft
play, food, drink, life-size interactive
dinosaur models, enhanced by
a small market area and lots of
community information stalls.



YOUR AUDIENCE
Families with
young children



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Brand Activation Space
- Banner Placements
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?
Highly successful templated family
fun day event, popularly attended
by all corners of the Borough.



Summertime Ipswich*

*Awaiting confirmation



DATE
August



LOCATION
Ipswich Waterfront



ATTENDANCE
25,000 over weekend



TICKETS
Free Entry



EVENT DESCRIPTION
The condensed version of the Full Maritime Festival, Summertime Ipswich is focused on the Orwell Quay and centres around a fully programmed stage of musical performance and entertainment. A vibrant market place, food court, bar and Fun-fair complement the fantastic fireworks display on the Saturday night.



YOUR AUDIENCE
Families, Children and adults of all ages enjoying a concert, food, drink and entertainment atmosphere.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?

A bustling but mainly static / captive audience enjoying musical entertainment. Condensed on the Orwell Quay the event feels very busy for the entire duration.



One Big Multicultural Festival



DATE
September



LOCATION
Alexandra Park



ATTENDANCE
4,000



TICKETS
Free Entry



EVENT DESCRIPTION

The One Big Multicultural Festival celebrates culture through music, dance, food and sport from Europe and Asia. This event is perfect to raise awareness of your company through inventive marketing.



YOUR AUDIENCE

Families, Children, Teenagers and Adults celebrating authentic food and musical cultures from around the world.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?

A free-to-attend and inexpensive day in the park increases visitor time making static sponsorship and advertising invaluable. Ideal for brands associating themselves with physical activity and healthy eating causes. Join the fun and turn your brand activation space into an entertaining, family activity station.



Christmas Lights Switch on



DATE
November



LOCATION
Cornhill



ATTENDANCE
6,000



TICKETS
Free Entry



EVENT DESCRIPTION
The town centre bursts into light, watched by an audience primed for the country's Black Friday shopping bonanza. This is the perfect event for seasonal retailers, local businesses, even flyer distributions in the bustling streets. A fully programmed stage of musical performance including the cast of the annual Pantomime.



YOUR AUDIENCE
Broad appeal bringing together the whole community and very family friendly.



SPONSORSHIP OPPORTUNITIES

- Event Headline Sponsorship
- Main Stage Sponsorship
- Brand Activation Space
- Public Engagement Activity
- Banner Placements
- Concessionary Tickets
- Events Programme Adverts
- Social Media Presence
- Online & Printed Promotion
- E-shot Promotion/Adverts
- Bespoke & Tailor-made activities



WHY THIS EVENT?
A captive, stationary audience of parents and Christmas shoppers means stage sponsorship and strategic banner placement sponsorship options are the most valuable assets at this event. Why not direct customers to your Ipswich store.



OTHER EVENTS

We also work in partnership with event companies that use our parks and other sites to deliver a range of fantastic events.

These events include but are not limited to religious festivals, Sporting events such as the Ipswich Half Marathon, themed events and much more.

If you would like to discuss potential sponsorship opportunities at events we do not directly organise please contact us at events@ipswich.gov.uk to start the conversation.



Ipswich **ENTERTAINS**

HOSTING REMARKABLE
EVENTS FOR OVER 30 YEARS



IPSWICH
BOROUGH COUNCIL

