



Gorymdaith Genedlaethol Gŷyl Dewi **The National St David's Day Parade** **2007**

SPONSORSHIP OPPORTUNITIES **MARCH 1ST 2007**

The National St.David's Day Parade is a not for profit Company Limited by guarantee (Reg. No. 06050582) registered In England & Wales.

CONTACTING US

If you require further information about these or other ways of supporting this premier event, please contact us to discuss them:

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Welcome to the sponsorship package of the St.David's Parade for March 2007

The St. David's Day Parade is grateful for the support from both local and national companies; many of whom have supported the Parade, through sponsorship and advertising, since its inception. Without such support the Parade could not have grown into the success it has become.

The areas covered in this document are the basic outline of the sponsorship opportunities that we intend to develop for future years, some of which are available for 2007.

WHAT IS CARDIFF ST DAVID'S DAY PARADE?

The Welsh experience

The St David's Day Parade promises to develop into Wales's largest one-day street arts event, attracting 1st, 2nd and other generations of Welsh people and growing numbers of people from other communities, allowing people to be part of the 'hiraeth' in a global celebration of Welsh culture.

Inclusive multi-cultural events:

All events are free and open to all participants with relaxed interaction between performers and spectators; great fun for all members of the family; working with other, non-Welsh, organisations to celebrate Cardiff's diverse communities in a uniquely Welsh way; part of Cardiff's annual calendar.

Artistic expression:

Both traditional and contemporary including contributions from other minority groups with floats, Marching bands, Dancing schools, Walking groups in an hour long Parade through the City Centre.

Good news !

2006 saw lots of press coverage, including national TV, as well as print, radio and cable; BBC, S4C outside live broadcast on the day of the Parade and news coverage on both regional TV news programmes in the evening.

The 2007 Parade promises to attract even greater coverage. The Parade organisers are currently in negotiation with several independent TV producers who have shown great interest in covering the event.

Good-natured, well-run, orderly and well-stewarded.

Trouble-free events.

No disturbances any year - 3 years running.

STATEMENT OF POLICY

POLITICS:

The Parade is strictly non-political, and we are scrupulous in applying that rule.

- No political flags or banners are allowed on the Parade
- No banners proclaiming political slogans are allowed. That includes non-party political single-issue campaign groups.
- We will not allow the Parade to be used to promote any particular cause, whatever the individual merits or validity of that cause.
- No chanting of political slogans is allowed on the Parade.
- If anyone is invited to address the Parade at the Closing Ceremony they are briefed to keep their address strictly non-political.

RELIGION:

St David's Day is obviously a Christian Festival, and the importance of St David and the other Christian saints such as Dyfrig, Illtyd, and Teilo etc in our history and the shaping of our nation is not to be denied. But beyond being, at root, a Christian festival, St David's Day is also Wales' National Day when people, whether they regard themselves as Christian or not, celebrate Wales' history, culture, heritage, identity etc. For most people St David's Day has come to mean something more than just a particular saint's Feast Day, and so the Parade is not a religious parade per se (although it contains religious elements).

Recognising that Wales is no longer an exclusively Christian country, people of all religions and none are welcome on the Parade, and we send out invitations to all the main faith groups in Wales (ie. Christians, Hindus, Jews, Muslims, Sikh, Druids) to send official representatives to walk together (symbolic of unity) on the Parade.

In doing so, we hope to focus on the principles which unite, rather than divide, all faith groups. That is, essentially, the message of love, peace, and the communality of interests which unite the whole of mankind.

WHY SHOULD YOUR COMPANY SPONSOR THE PARADE?

Sponsorship is a unique opportunity to breathe new life into your current marketing and public relations strategy. Sponsorship opportunities exist for companies to maximise benefits accruing from association with this growing event; including significant media coverage.

Enhance your corporate image

A company can use sponsorship to improve or sustain its reputation by visible association with this event to create awareness of your product or service; A company may wish to use the Parade as a vehicle to enhance it's standing in the community or to educate and inform people about its product or service. High visibility for sponsors in terms of media publicity is a major benefit of your association with this event. Your existing advertising campaign can incorporate references to this association.

Encourage brand loyalty: The Parade provides direct exposure and can be used to improve brand awareness and loyalty. A company may wish to use Parade as a vehicle to enhance its product within the community

Improve employee morale : There is corporate value in the pride employees feel when they know their firm is associated with an event such as the Parade which enjoys such widespread popular approval and appeal.

Reach new target markets : Sponsoring an event that appeals to young people will impinge on the consciousness of Welsh youth and establish a link with the future adult market.

Publicity : Product placement, gifts and merchandising ; advertising; raise profile of business.

Media coverage : Advertising and publicity of Parade linked to business.
Reinforcement of existing markets and access to new markets.

Customers and potential customers : positive reinforcement of goods or services.
Purchasing or advertising related to an enjoyable experience and event.

Kudos : of being associated with a popular event ; a large, successful, family-orientated, trouble-free, fun event

Future business and additional business : related to people remembering they read your advert or saw you at the parade.

The Parade will become Wales and Cardiff's premier one day event, and will attract local and national media coverage before, during and after the Parade

The following is an outline of the sort of sponsorship possibilities which we will seeking to develop in future years as the Parade develops and grows (figures given are approximations). Those marked with an asterisk are those which are already available for 2007.

GOLD SPONSORSHIP MENU

DAFODIL SPONSOR - PARADE TITLE SPONSORSHIP

£10,000 per year, 3-year deal, partly in kind, but at least some must be in cash

All Gold Sponsor plus exclusive suffix of sponsor's name after 'National St David's Day Parade' and logo

Parade' Sponsors logo on rear of stewards high visibility jackets

GOLD SPONSOR

Cost £5,000

Sponsors logo included on all Parade printed promotional materials,
Sponsors logo to appear on:

1. Full colour A3 promotional posters, 2,000 produced,*
2. Full colour 2/3. A4 folded leaflet, 60,000 produced.*
3. Full colour JC Decaux 69inch X 46-inch illuminated advertising boards, 60 sites.
4. Mono colour 90-inch X 40-inch on street posters, 80 sites.
5. Listed as sponsor in Parade Souvenir programme, 5,000 produced.
6. Full colour A4 advert in Parade souvenir programme, 5,000 produced,
7. Link from Parade web-site to sponsors web-site.*
8. Opportunity to market product to the Parade participants and spectators
 - Gold sponsorship can be in cash payment to the Parade company or in kind.
 - payment for services to the Parade or direct payment of Parade activities or costs, for which the sponsor will receive acknowledgment.
 - Calculation of Gold sponsorship will not include product placements or publicity goods provided by the sponsor to the Parade to distribute.

WHITE SPONSORSHIP MENU

FLAGS*

1,000 flags in total to be distributed on the day of the Parade. National St David's Day Parade branding on one side, and sponsors branding on other side.

Flag size 20cm X 30cm

This is an excellent 'solus' opportunity to flood the Parade crowd with branding that appears prominently in viewfinders of local and national media.

BARRIER COVERS

£250 each - minimum of 4

To be placed on barriers along the route.

STEWARDS AND OFFICIALS TABARDS*

£1,000

Around 50 officials and stewards wearing orange high visibility tabards will be on the Parade route on the day from 9am in the morning until 7pm in the evening.

STAGING

(in the region of) £1,000

Full length advertising banner across the bottom of the concert stage

Stage skirt 15m wide x 1m deep

OFFICIAL START AND FINISH BANNERS*

£1000 each

2 banners at the start of Parade; 2 banners at the finish. National St. David's Day Parade branding with sponsors logo. Quantity 4

OFFICIAL BALLOONS*

3,000 balloons in total to be distributed on the day of the Parade.

Colour: yellow, printed with 'Happy St. David's Day' legend and sponsors logo.

PRODUCT PLACEMENT/FACILITIES

FEE £500

Promotional opportunities to distribute merchandise – giving away product e.g newspapers on part of the Parade route.

VIP GRANDSTAND

£1,500

150-seated grandstand positioned en route; 50% sponsor's guests, 50% Parade guests. Sponsors flags on roof (flags to be supplied by sponsor); 2 grandstands available.

3-FOLDED A4 PROMOTIONAL LEAFLET*

£1,000

Distributed through tourist information counters and public places in Britain and Ireland, quantity 20,000- Reverse panel of leaflet to carry sponsors advert-

BOOK MARKS*

Shared £500

Solo £750

4,000 bookmarks with sponsors logo, Celtic design and St Davids Day Parade image. Distributed through bookshops in Cardiff City Centre and libraries prior to the Parade.

GREEN SPONSORSHIP MENU

Green sponsorship packages -Artistic performances

ARTISTIC PERFORMANCE SPONSORSHIP

Starting at £1,000-

Street theatre performances will be devised with sponsor's logo creatively woven into the costumes or props

COMMUNITY ARTS PROJECT SPONSORSHIP

Several small community art projects which would help the local community get involved and support their efforts in contributing to the content of the Parade-

Giant Figure at the head of the Parade:

This would cost a small community project in the region of £2-3;000 which could then be branded either on the artworks and/or T-Shirts of project participants

MARCHING BAND SPONSORSHIP

Cost £500 (with sponsors logo £600)*

Each of the marching bands will be represented on the Parade with 'Legion Banners' The band's name will appear with sponsor's name (the use of sponsor's logo is extra); Bands available for sponsorship include pipe bands; accordion bands; brass bands and samba bands

4 Legion banner size, 60cm wide X 90 cm long

Banners will be carried in the Parade- Sponsors name will be listed in Parade souvenir programme-

REEL AROUND CARDIFF

The sponsor's logo will be prominently displayed City Centre evening event with dancing from local Welsh dancing schools and live music from bands including some of the pipe bands who will be in the Parade.

FRIENDS OF ST. DAVIDS DAY *

Cost £25 per person;

Made as a payment of £12.50 twice per year

Personal sponsorship of Parade; Friends name listed in Parade souvenir programme unless otherwise requested;

Entry into twice yearly draw for VALUABLE PRIZE

SPONSORSHIP OF A COUNTY

Cost £500; (With sponsors logo £600);

Each of Wales's counties will be represented on the Parade with 'Legion Banners'; County name will appear with sponsor's name; (The use of sponsor's logo is extra); Banners will be in the county's recognised colours where possible

Banners will be carried in the Parade;

Sponsor's name will be listed in Parade Souvenir programme

COMMUNITY CONTRIBUTION

Dinner dances and other fundraising activities run by County Associations and other community groups in support of the Parade;

Sponsors receive acknowledgment in the Parade souvenir programme;

ENTERTAINMENT AND CATERING

- Food catering
- Street traders

Contracts to be negotiated on an individual basis.

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