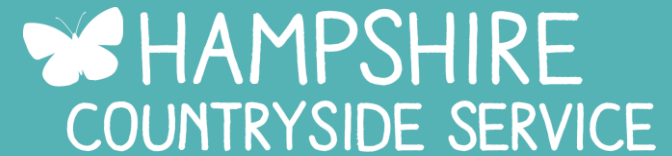


Sponsorship and Partnerships



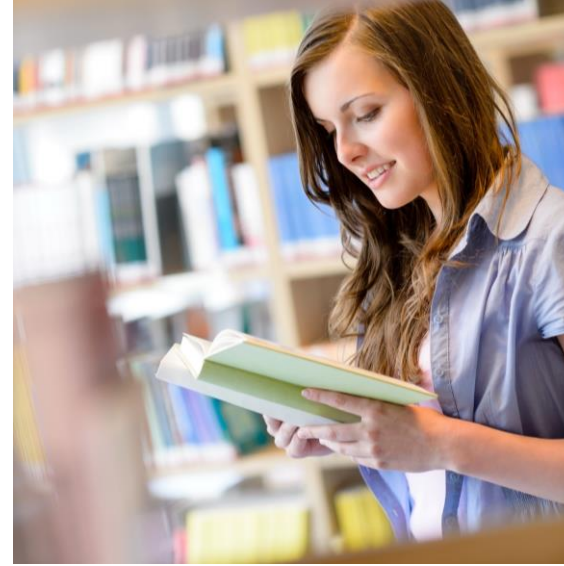


Objectives for CCBS

- Explore new business opportunities and generate income through:
 - New sponsors and corporate partners
 - Increase visitor footfalls
 - Memberships
 - Events
 - Secondary spend
- Take a more coordinated and professional approach to reach large scale opportunities
- Provide a dedicated resource to support and build commercial skills at a local level

Sales Strategies

- Offer highly effective and competitively priced opportunities – robust sales models
- Build an attractive offer through customer targeted campaigns and editorial links
- Ensure we work with the correct partners reinforcing HCC's key messages pitched in line with our **ethos and priorities**
- Reinforcing key messages: i.e. **health and wellbeing, outdoors and recreation, education, climate and the environment**
- Ensure effective delivery to build long-term relationships





Sponsorable Assets

- Sporting Activities
- Walking, cycling trails
- Canine Offering
- Nature trails
- Reading Challenges
- Children's Zones/classrooms
- Memberships, Newsletters
- Product Placements
- Activations: sampling, demonstrations, pop ups, drop ins
- Advertising and Signage
- Visibility through displays, staff uniform, equipment's
- Retail opportunities
- Library Card Campaign
- Online platform users
- Hampshire Book Awards
- School Residential Trips
- Electric Car Points
- Food and Drink
- Events

Corporate and Commercial Offering

1. Large Scale Partnerships:

love your library



Corporate Prospects include:

- Hotels
- Legal Firms
- Travel Agents
- Estate Agents
- Local supermarkets
- Insurance

Commercial Prospects include:

- Baby Brands
- Food and Drink brands
- Technology
- Pharmacy /Opticians
- Retailers

2. Local level strategy:

- Advertisement posters/screens
- Editorial links/messages
- What's On Guide sponsorship & adverts
- Drop ins/consultancies/tables
- Exhibition spaces



Product Placements/PR Events

 **HAMPSHIRE**
COUNTRYSIDE SERVICE



Media Partnerships and Sponsorships



Royal Victoria Country Park & The Friends of Hamble School present

FIREWORKS SPECTACULAR AT ROYAL VIC!

Sat 2 Nov

Hosted by Wave 105's Tony Shepherd!

Gates open at 6pm, Fireworks at 7.30pm

Advance tickets only*
Adult £6, Child £4

Parking vouchers available for £1

Tickets on sale at local businesses. See website for details.

*Advance tickets only. No tickets available at the gate. Parking on site for voucher holders only.

www.hants.gov.uk/rvcp

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Looking after nature, so nature can look after you

We're protecting **MILLIONS** of pollinating insects every year

it's food for thought

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Join the conversation
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Looking after nature, so nature can look after you

By caring for habitats **WE HELP PROTECT THE SOUND OF YOUR SUMMER**

Hampshire Countryside Service

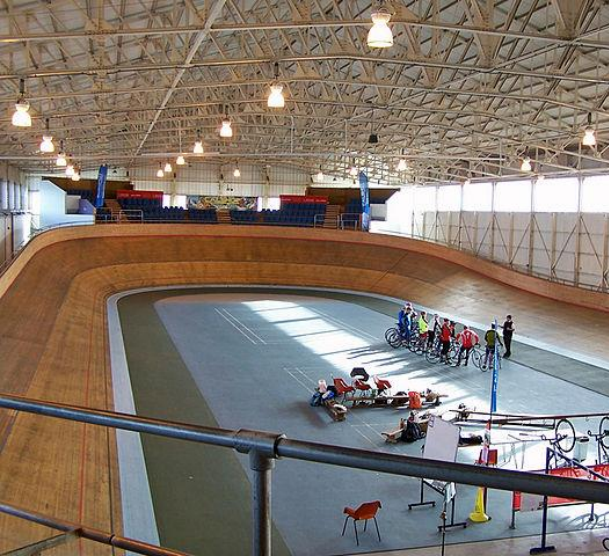
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Commercial Prospects include:

- Health and Fitness brands
- Food and Drink brands
- Clothing
- Dog products
- Automotive
- DIY Stores
- Insurance





Activity links



Packages include:

- Commercial Partners
- Education
- Corporate away days
- Team Building
- Memberships
- Themed Events
- Room Hire

Prospects include:

- Sports clothing
- Retailers
- Accessories
- Equipment
- Insurance
- Hotels
- Automotive
- Local Corporates

Integrated Marketing Campaigns

- Joint branding
- Maximum exposure and reach
- Digital Campaigns
- Core target markets
- Product testing/sampling
- Offers and memberships

Manor Farm 11 July · 🌐

Did you know that 1 in 3 mouthfuls of the food you eat are produced by pollinators like bees, or that it takes 12 bees a whole lifetime to produce 1 teas... See more

Hampshire Library Service Friday at 17:28 · 🌐

Remember you have until Saturday 14 September/ Sunday 15 September* to finish the Summer Reading Challenge, Space Chase and you will recei... See more

THERE'S STILL TIME TO FINISH THE SUMMER READING CHALLENGE!

The Reading Agency and Libraries Present

SPACE CHASE

Summer Reading Challenge 2019

© Allen Green for The Reading Agency

Calshot Activities Centre added a cover video. 16 April · 🌐

3 shares 1.2k views

Like Comment Share

calshotacts Calshot Activities Centre

0:34

266 views · Liked by tatlady81 and tilebarnoutdoor

calshotacts Our instructor team have been testing our new Aerotrek course. 🚀 Opening soon... #lovecalshot #calshot #finditoutdoors #aerotrek

Vodafone WiFiCall 17:49 17% 🔋

Hampshire Countryside...

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We're on a mission to help pollinators (that's all the bees, bugs and butterflies that pollinate our plants and flowers). There's been a big fall in their numbers and it's a real worry. Part of our work is to protect their habitats with practical conservation and monitor their numbers. ... See more

#POLLINATORPLEDGE

You are No Service 19:42

Like Instagram

Han

THE SOUND OF YOUR SUMMER

Learn More

4 likes

By protecting habitats, we protect the sound of your summer. Sign-up to our newsletter to find out how we're helping make things better for pollinators and for tips you can use to help too.

View 1 comment

Home Search Add Heart Profile

Thank you

Alison Jones

Sponsorship and Partnerships Manager

BDT Marketing, Hampshire County Council

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