



Barnsley Council

Advertising & Sponsorship
Media Pack

For our partners and local businesses, there's never been a better time to advertise in Barnsley.

The town centre rebuilding project is transforming Barnsley as a place to live, work and visit.

If you're looking to get your business on the map, we can give you maximum exposure through unique advertising opportunities.

Tap into major events, like the Tour de Yorkshire, Mayor's Parade and Christmas lights switch on, which attract regional and national media attention.

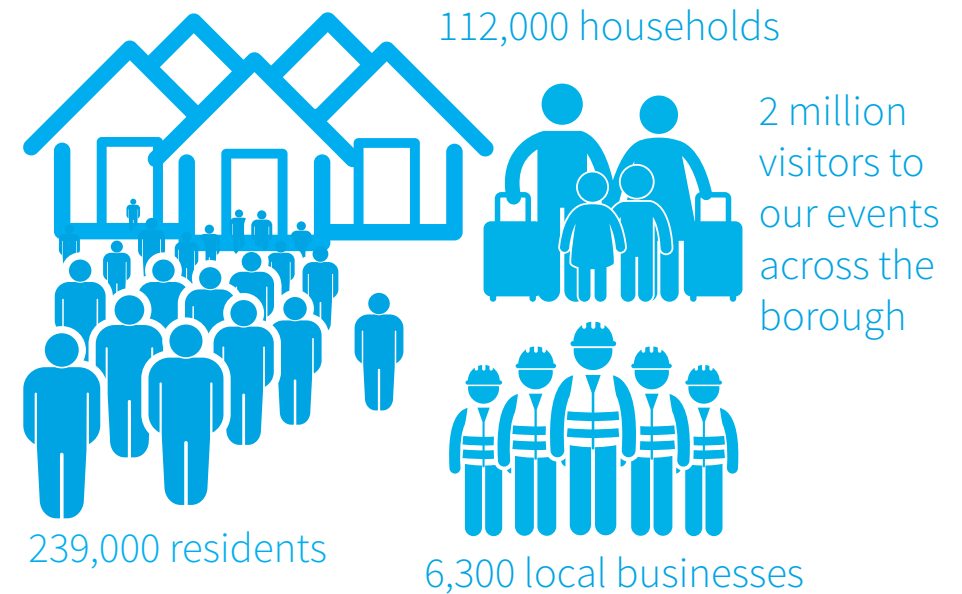
You can even sponsor our local parks, roundabouts, and roadside planters or use our town centre car park tickets to get your message to hundreds of local people and visitors on a daily basis.



Why advertise with us?




We can help you reach:



A growing reputation

TV programmes and major events filmed in the area, including:



Victoria -
Series 2
(ITV1)

Jericho
(ITV1)

Jamaica Inn,
Origin
Pictures,
(BBC2)

Barnsley hosted
the 2017 English
Open Snooker
Championship,
receiving worldwide
coverage.



Barnsley
named as
Tour de
Yorkshire host
town for 2018



Advertising opportunities



Website banner advert

The council website www.barnsley.gov.uk attracts over 3.6 million hits per year. Feature your business on our prominent ad banner across key webpages.



Planter sign advertising

Our Instaplanta scheme provides high-quality timber planters to promote your products and services on key roadside locations in an ethical and environmentally friendly way.



Boundary signs and roundabout advertising

Get a prominent, permanent advertising solution to ensure your message is visible to hundreds of commuters all year round.



Car park ticket advertising

Pay and display car park tickets could be a perfect way to advertise your business events, products and services to a wide audience. Using tickets as a redeemable voucher offer is a great way to attract new customers.



Community Magazines

Distributed throughout the borough our community magazines provide a great way to target local residents alongside the latest local news.



Waste Vehicle Advertising

An eye-catching ad unit on the side of our main waste collection vehicles offers fantastic repeat advertising across the borough.



Fees and charges:

The council works with selected design and advertising agencies to ensure:

- Dedicated account manager for each project
- Design and graphics support
- Quality production and materials
- All fees and charges are available on request dependent on location and availability.

Park Partners

As a 'park partner' you'll benefit from a formal sponsorship agreement of your chosen local park. A great opportunity to engage with the local community – the package includes advertising opportunities, media coverage, and use of open spaces for promotional events.

Our 'park partners' scheme directly funds the work of our parks' 'Friends' groups – you could even get your staff involved in volunteer days; a fantastic scheme allowing employees to get outdoors, enjoy team building and support our parks' improvement projects.



Barnsley
Museums, Arts,
Events and
Exhibitions
Programme
Sponsorship
Package



Sponsorship Proposal

We offer a unique sponsorship opportunity for up to eight businesses who would like develop an association with the Barnsley Museums, Arts, Events and Exhibitions programme delivered annually within the borough and in return be acknowledged with:

- Brand placement on promotional print material
- Event day/duration brand placement at each event included in the overall package
- Brand placement on our websites
- Plus much more....

This opportunity is a fantastic way to open your businesses up to potential new customers whilst increasing brand exposure through association with our award winning and highly regarded products.

By sponsoring the Barnsley Museums, Arts, Events and Exhibitions Programme you will be able to fulfil your corporate social responsibility aspirations, as your support will enable us to maintain free access to the borough's five museum attractions; Cannon Hall, Elsecar Heritage, Worsbrough Mill, Cooper Gallery and Experience Barnsley and by contributing to the economic development of the borough.



Our Audience - Why sponsor us?

Research undertaken across our visitor attractions identifies the motivation of our core audience is to “spend time with family and friends”. This enables access to a wide ranging demographic at a time when people are enjoying increased levels of leisure activity and are more receptive to promotional messages during this positive experience.

The opportunities we provide directly places your brand in front of approximately 2 million annual visitors, with an additional online reach of over 210,000.

Our Visitor Audience

Our local market data shows that local audiences are multigenerational, comprising adults and families with both young and older children who enjoy socialising, retail, sports and arts. Barnsley Town Centre has a footfall of over 7 million people with approximately 750,000 people expected to engage with a variety of events each year.

Approximately 1.2 million visitors to Barnsley Museums' every year.

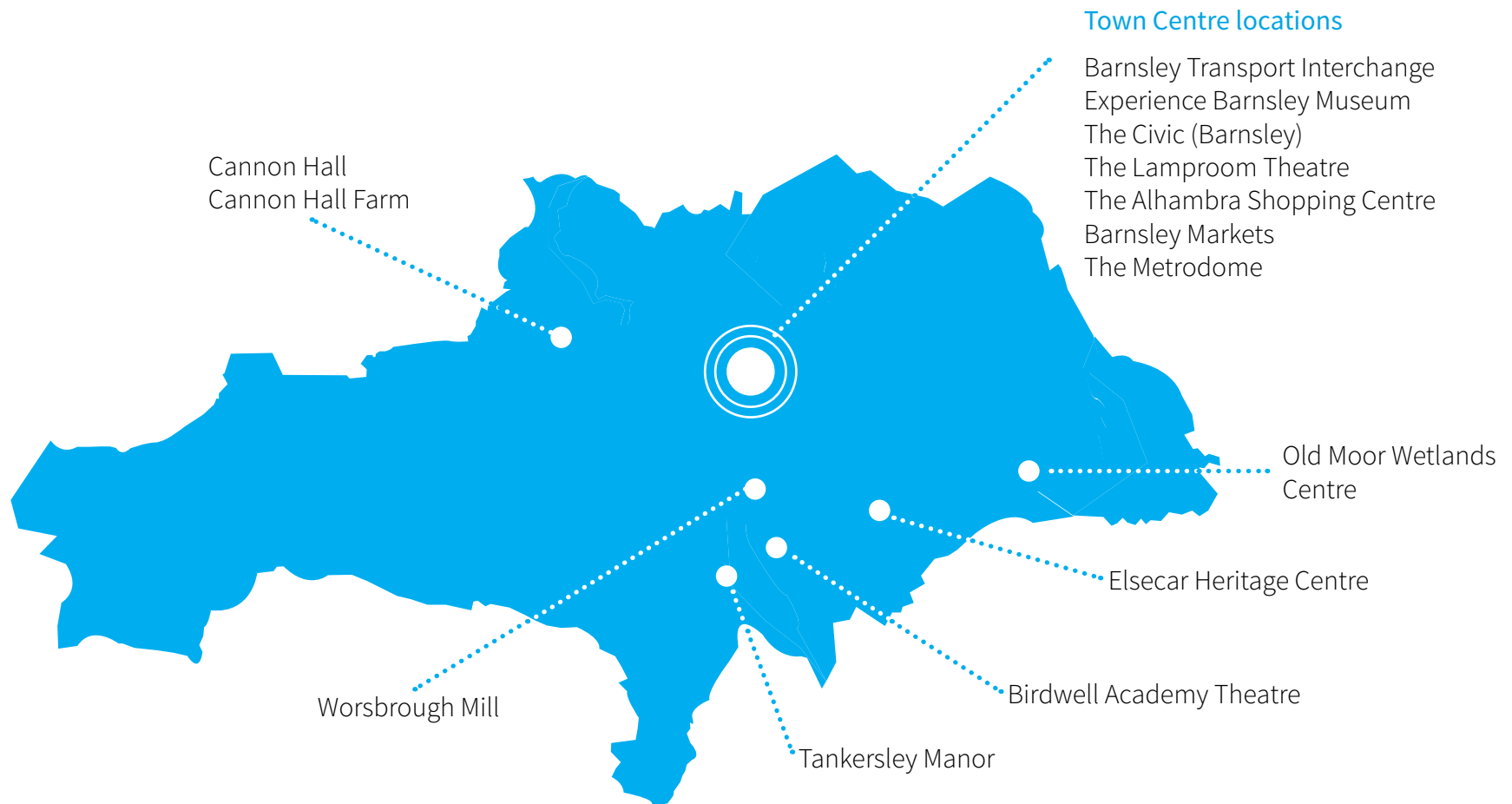
Upwards of 10,000 people are expected to attend the Flavours Food Festival in October.

60% of Barnsley museums audiences reside within the borough of Barnsley, as well as Sheffield, Rotherham, Doncaster, Leeds, Wakefield and Huddersfield - extending your reach beyond the borough boundary.



Promoting Your Brand

Promotional information is distributed to locations throughout the borough, including:



Indicative list of events and average audience numbers:

Mayor's Parade - Town Centre – **10,000**

UK Car lifting Championship 2017 - Town Centre – **10,000**

Barnsley by the Sea – Town Centre **17,000**

Barnsley Museums Summer Events - **100,000**

Flavours Food Festival Elsecar - **10,000**

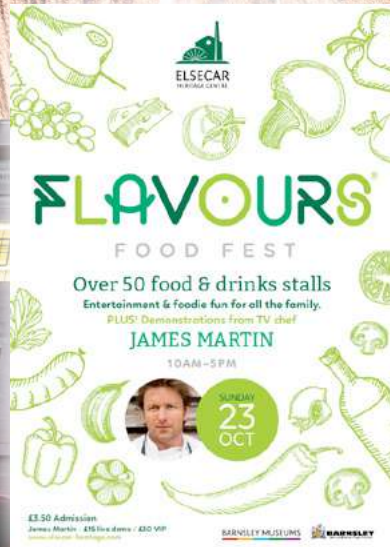
Luminarium installation - Town Centre – **20,000**

Barnsley Markets at Christmas - **120,000**

Barnsley Town Centre - Christmas Lights Switch on - **8,000**

April Fools - Comedy Festival - **2,500**

Key Annual Events



Key Exhibitions – Recent Examples



Experience Barnsley

Changing Crimes

Gods' Land in God's County: Ancient Egypt in Yorkshire



Cannon Hall

Tales of the Wedding Dress – Cannon Hall

Resurrecting Egypt – Cannon Hall



Cooper Gallery

The Crossing - Anton Want

From Sackville Street to the Valley of the Kings: The Art of Harold Jones

Liverpool Biennial – Betty Woodman

For further information about these packages and to discuss how you can benefit from supporting our events and exhibitions programme please contact:

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Get your business noticed in Barnsley...

advertising@barnsley.gov.uk
(01226) 773443

www.barnsley.gov.uk

www.visit-barnsley.com

www.barnsley-museums.com

www.theglassworksbarndsley.com

www.barnsley-services.co.uk



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