



Poole Christmas Maritime Light Festival





Poole Christmas Maritime Light Festival

When

Taking place for 6 weeks from the 19th November – 2nd of January, Poole will debut its own distinctive Christmas offer.

Background

After 2 years of putting together the concept, this free to attend wonderland of light is now in the final delivery stages. The team behind the Poole Christmas Maritime Light Festival has an national reputation for first class events.

Exposure

The Poole Christmas Maritime Light Festival organisers continue to challenge and stretch themselves to create a strong and multifaced event, making extensive use of traditional marketing and PR with social media - ultimately giving sponsors access to a massive worldwide audience.

What happens

The Poole Christmas Maritime Light Festival uses the maritime history of Poole and brings it to life in a themed Christmas lighting event.

Installations will glow up through the High street providing the link from the Quay and Old Town through to the Dolphin Shopping Centre and Lighthouse. Eye-catching installations, marine curtains or lights and immersive attractions will keep the public wanting to discover more.

What can the Festival do for you?

The Poole Christmas Maritime Light Festival will attract audiences both local and from a far. Offering unique sponsorship opportunities it is a perfect event to be part of connecting your brand with your consumers and target market.

Audience Demographics

Visitors from London, Basingstoke, Bournemouth, Southampton, Poole and Portsmouth.

Families and friends, not age specific



Love Poole stats
 2021 total social reach – 7.8 million
 2021 Total Social engagement 1.1million

Did you know?
 Some of the installations at this years Festival are made from recycled lighting materials.



Poole Christmas Maritime Light Festival Trail Map



— Suggested Route

Poolebid

BCP Council

Please note: Trail Map not to scale - changes can and do occur. For up-to-date news, features and further information please visit www.pcmflf.co.uk

1 Illuminated Bus Station

2 Christmas Food and Drink Offer

3 Falkland Square Deep Sea Tree

6 Hunger Hill

7 Festive Lighting and Gobos

4 Wish the Recycling Whale

5 Carousel

8 Olde Harry's Ship

10 30m Maritime Light Curtain

9 Walkthrough Bauble

15 Column Lighting Twin Sales Bridge

14 Christmas Huts

12 Christmas Huts

11 6m Bobble Hat Tree

13 Themed Plaza with 8m Sea Shell Tree

16 120m Maritime Light Curtain

22 Funfair rides

23 11m Magical Maritime Tree

17 Blue Lagoon Anchor

18 Tinsel the Recycling Turtle

19 Christmas Huts

20 Walk-through Snowflake

21 Christmas Present Tree

POOLE QUAY

Sponsorship Opportunities



	Title Logo	Collateral	Advertising	Social Media	PR Activity
Title Sponsor	The "Your Name" Poole Maritime Christmas Lighting Festival	Logo on all collateral in prominent location	Banners on the picket fencing around two lighting installations	Frequency TBC	Company sponsorship reference within consumer newsletter and PMCLF news. Reference in local PMCLF business support news
Partner Sponsor		Logo on official website			
Travel Sponsor		Widget on official website and across all three BCP destination websites	Banners on the picket fencing around one lighting installation		Company sponsorship reference within consumer newsletter and PMCLF news.
Sustainable Partner			Banners on the picket fencing around both sustainable lighting installations		Company sponsorship reference within consumer newsletter and PMCLF news. Reference in local PMCLF business support news
Installation Sponsor		Logo on official PMCLF website	Banners on the picket fencing around chosen lighting installation		





Title Sponsor £35,000 + VAT



- Company logo integrated into the PMCLF logo
- Placement – on website, all advertising material, posters etc and on a panel sited by each of the installation across the site
- Advertising banners on the picket fencing around two lighting installations or features (*Final artwork and correx boards supplied by company, dimensions, specification and installation supplied by BCP Council*)
- Company logo on official PMCLF website – with link
- Product placement opportunities – eg. ambassadors, information point (*tba*)
- Social media posts (*frequency tbc*)
- Company sponsorship reference included in the consumer newsletter, in context with PMCLF news
- Reference in local PMCLF business support news releases



Partner Sponsor - £15,000 + VAT

- Advertising banners on the picket fencing around two lighting installations or features (*Final artwork and correx boards supplied by company (dimensions, specification and installation supplied by BCP Council)*)
- Company logo on official PMCLF website – with link
- Product placement opportunities
- Social media posts (*Frequency TBC*)
- Company sponsorship reference included in the consumer newsletter, in context with PMCLF news
- Reference in local PMCLF business support news releases





Travel Sponsor- £15,000 + VAT

- Advertising banners on the picket fencing around one lighting installations or features (Final artwork and correx boards supplied by company (dimensions, specification and installation supplied by BCP Council)
- Widget on official PMCLF
- Widget across all three destination websites www.bournemouth.co.uk www.pooletourism.com www.visit-christchurch.co.uk
- Product placement opportunities
- Social media posts (*Frequency TBC*)
- Company sponsorship reference included in the consumer newsletter, in context with PMCLF news



Sustainable partner - £8,000+ VAT

These sustainable installations are made of recycled items from the lighting provider. The installations are based around animals affected to highlight the importance of sustainability.

- Advertising banners on the picket fencing around both sustainable lighting installations or features (Final artwork and correx boards supplied by company (dimensions, specification and installation supplied by BCP Council)
- Widget on official PMCLF
- Widget across all three destination websites www.bournemouth.co.uk www.pooletourism.com www.visit-christchurch.co.uk
- Product placement opportunities
- Social media posts (Frequency TBC)
- Company sponsorship reference included in the consumer newsletter, in context with PMCLF news
- A unique opportunity to work with us on sustainability initiatives whilst promoting your business.



Installation Sponsor - £8,000 + VAT

Sponsorship of installations such as Maritime Trees, Poole Quay, The Anchor, The Boat. Additional information on these installation is available.

- Advertising banners on the picket fencing around the chosen installation (*Final artwork and corex boards supplied by company (dimensions, specification and installation supplied by BCP Council)*)
- Company logo on official PMCLF website – with link
- Social media posts (*Frequency TBC*)
- Company sponsorship reference included in the consumer newsletter, in context with PMCLF news
- PR activity – reference in local PMCLF business support news release



All packages can be tailored to suit specific preferences or budgets, please email alison.perrins@bcpouncil.gov.uk for more information

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Thank You

