

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



10

IPSWICH MUSIC DAY
July
Christchurch Park
Attendance 30,000



12

ONE BIG MULTICULTURAL FESTIVAL
September
Alexandra Park
Attendance 4,000



14

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 33 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 240,000 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

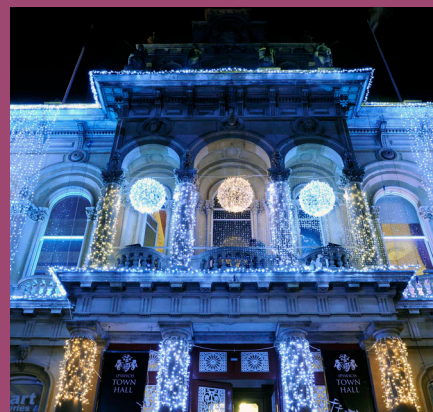
SPONSORSHIP OPPORTUNITIES

- Headline Sponsorship
- Main stage sponsorship
- Brand activation space
- Public engagement activity
- Banner placements
- Events programme adverts
- Social media presence
- Online & Printed promotion
- Bespoke & Tailor-made activities

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

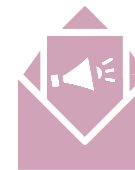


HEADLINE FIGURES



SOCIAL MEDIA:

- 524,829 impressions (2024)
- Audience of over 18,300 (2024)



E-MARKETING:

- 5,141 subscribers (2024)



WEBSITE:

- 101,850 page views (2024)
- 47,956 website users (2024)



AUDIENCE:

- Our annual programme is attended by up to 240,000 people across Ipswich Borough Council and Commercial Events



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.



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



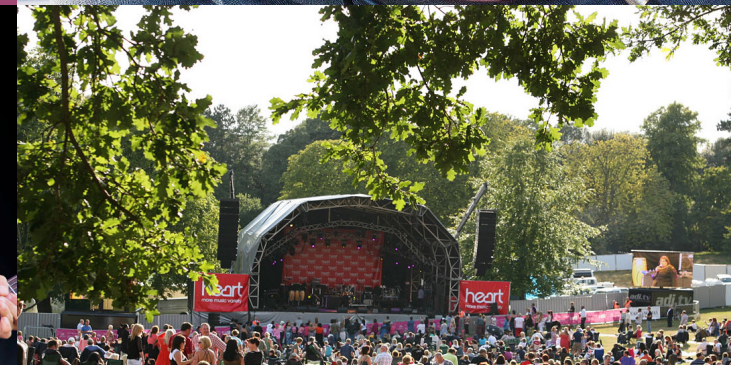
SPONSORSHIP OPPORTUNITIES

- 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.



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
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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.



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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

