

Sponsorship, Advertising & Promotional Activity

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Swansea Council

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Disclaimer

The attached opportunities are subject to change of location and content in the event of unforeseen circumstances.

Sponsor/Advertiser/Promotional Partner will be informed immediately of any such changes and offered an alternative.

Swansea Council reserve the right to source and secure further clients.

The client shall comply with the Swansea Council's Sponsorship, Promotions and Advertising Policy and not promote alcohol or tobacco and conflict with any health and safety legislation.

All artwork to be approved by Swansea Council prior to print, if applicable.

All investment is subject to VAT, unless otherwise stated.

Investment excludes Agency commission.

Investment is for the period stated only.

Partner's/Sponsor's company name will be included in any press releases where possible subject to editorial control.

The packages presented in this document are subject to change due to event improvement and on-going marketing development.

Disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited. If verification is required please request a hard-copy version.

Key Facts about Swansea

General

- Area: 378 sq. kilometres - approximately 66% rural and 34% urban (Office for National Statistics / ONS).
- The city is the second largest in Wales and the regional centre for South West Wales.
- Swansea is a centre of learning - home to Swansea University, University of Wales Trinity St. David and Gower College Swansea, which in total support around 21,000 full-time students (2013/14).

People

- Population: 244,500 (mid-2016, ONS estimates) - the second largest unitary authority in Wales - with a population density of 644 people per sq. km. (Wales: 150).
- Official estimates suggest that between 2006 and 2016, Swansea's population increased by 13,700 - an average annual growth of around 1,400 people (0.6%).
- 106,300 households live in Swansea (2015, WG), with an average household size of approximately 2.23 people (Wales 2.29).
- 78% of the population were born in Wales, with 11.4% of people aged three and over able to speak Welsh (2011 Census, ONS).

Economy

- 74.1% of Swansea's working age (16-64) residents are economically active, with 109,700 in employment (69.4% of working age) (December 2016, ONS).
- 108,400 people work in Swansea, mostly (88.3%) in the service sectors, with 28.5% (30,900) employed in the public sector (2015, ONS). An estimated 33,400 people commute into Swansea each day (2016, ONS/WG).
- Estimates suggest 4.59 million people visited Swansea Bay in 2016 spending £400.3 million (Scarborough Tourism Economic Activity Model).

For more information visit: <http://www.swansea.gov.uk/keyfacts>

Roundabout Sponsorship

A unique, green and cost-effective way to promote your business – all day, every day.

Swansea Council's roundabout sponsorship scheme offers local, regional and national businesses an opportunity to contribute towards improving the local environment.

All sponsorship signs are placed on roundabouts where there is a high volume of passing traffic and pedestrians. This is a highly effective opportunity for businesses to raise awareness whilst promoting your company name to thousands of people.

Swansea's highways provide vital support to business and industry, and to the lives of almost ¼ million of people every day. Roundabouts serve as the gateways to the city, business parks, shopping centres and bus and railway stations. By sponsoring a busy highway roundabout in the area you will have a unique opportunity to engage with people whilst they're on the move.

Previous sponsors have reaped the benefits of roundabout sponsorship.

Benefits:

- **Enhance** our local environment for residents and visitors alike.
- **A positive image** forging links with the Swansea Council and the community
- **High profile** in conveying a positive image to the high number of people passing daily
- **Highly visible** with large/medium Corporate signs to be erected
- **Prestigious** and high quality sign, allowing selected, leading organisations the opportunity to promote a corporate image
- **Exclusivity** to only one organisation per site – free from competitors
- **Visible** all year round – whereas print and radio advertising often have limited time-frames

**29 Roundabouts available for sponsorship, prices overleaf – subject to availability.
Investment levels from £2,500 per annum - £48.08 per week!**

Investment excludes Agency commission and VAT.



Mobile Marketing on Fleet Vehicles

From £28.85 per week!

Make your advert a moving billboard with this unique and eye-catching way of creating brand awareness.

Swansea Council has been promoting its own messages on the side of its vehicles for a number of years and would now like to expand this opportunity to businesses, shops and organisations.

There are 50 recycling collection and over 250 maintenance vehicles in the fleet, which between them visit every household in the city.

Advertising on vehicles creates a moving canvas to promote your business to residents and the local community, as the vehicles never leave local roads. This is a perfect way for national, regional and local businesses to promote their products and services and association with Swansea Council.

Benefits to Advertiser:

- Opportunity to advertise on 110 of Swansea Council's Peugeot Boxer 335 L3 Vehicles.
- Opportunity to advertise on 40 of Swansea Council's Peugeot Partner L1 636 Electric Vehicles. This allows the advertiser to promote advertising in an Eco friendly way.
- Opportunity to advertise on 35 of Swansea Council's Dennis Eagle Olympus Refuse Vehicles. This allows the advertiser to promote advertising in an Eco friendly way.
- Exclusivity as vehicles only carry only two advertising panels – one on the Driver's side of the vehicle and the other on the Passenger's side of the vehicle.
- The panels are weather resistant and the content is in full colour; flexible content including logo, web address and other factual detail.
- Particular areas of the city or the whole community can be targeted, helping to create brand recognition amongst the right audience.
- The wording 'Proud to support / Yn falch o gefnogi' is included above the Swansea Council logo on the advertising panel – as illustrated overleaf.



Mobile Marketing on Fleet Vehicles

Panel sizes for Peugeot Boxer 335 L3 vehicles

Advertising Panel

Size of artwork when trimmed/finished:

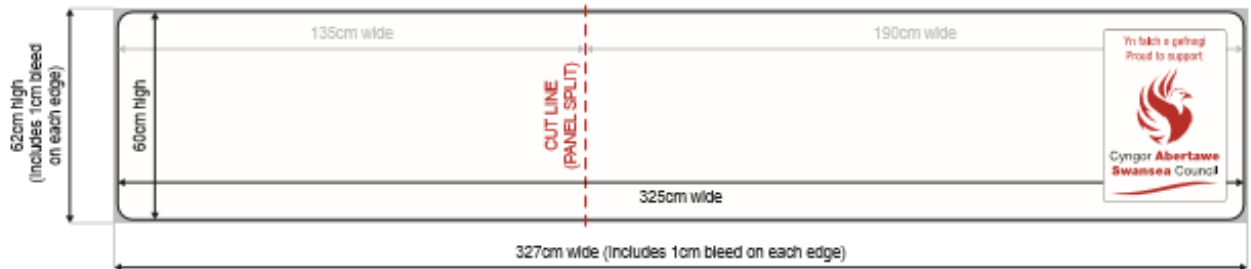
325cm wide x 60cm high

Size of artwork when supplied to DesignPrint:

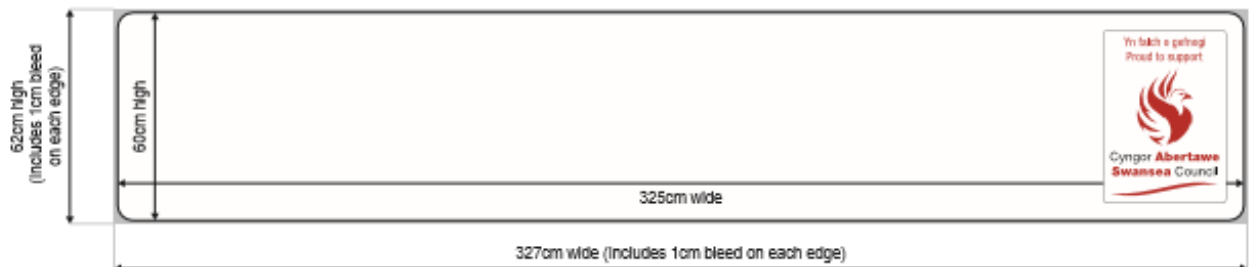
327cm wide x 62cm high

(325cm wide x 60cm high + 1cm bleed on each edge)

Passenger Side Full Panel



Driver Side Full Panel



Mobile Marketing on Electric Vehicles

Panel sizes for Peugeot Partner L1 636 Electric

Advertising Panel

Size of artwork when trimmed/finished:

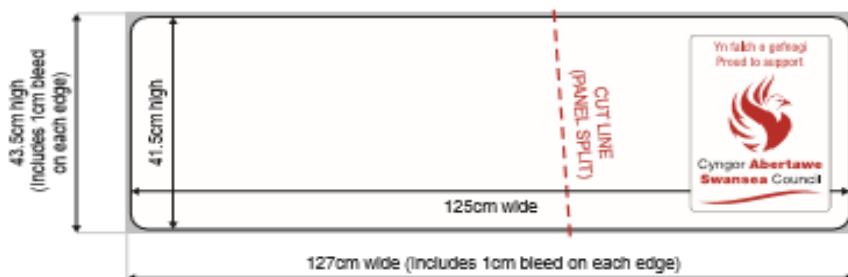
125cm wide x 41.5cm high

Size of artwork when supplied to DesignPrint:

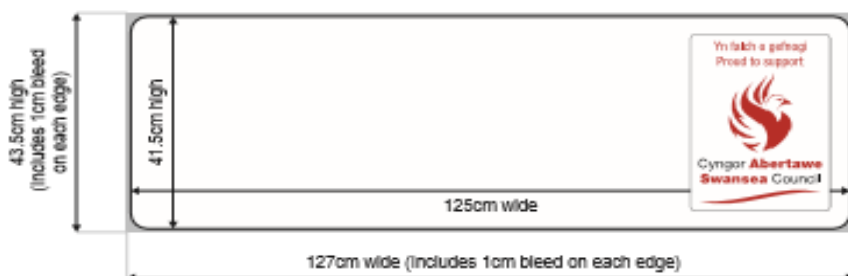
127cm wide x 43.5cm high

(125cm wide x 41.5cm high + 1cm bleed on each edge)

Passenger Side Full Panel



Driver Side Full Panel



Cyngor **Abertawe**
Swansea Council

Mobile Marketing on Refuse Vehicles

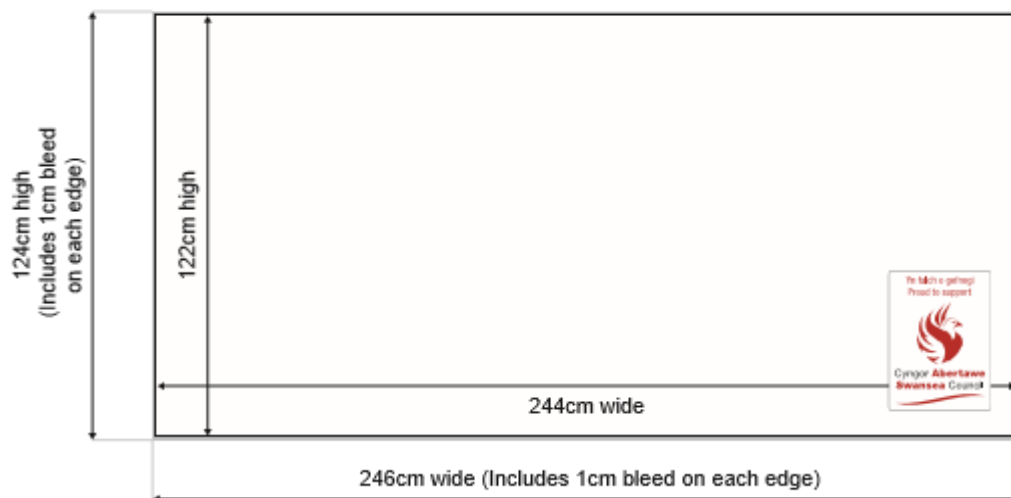
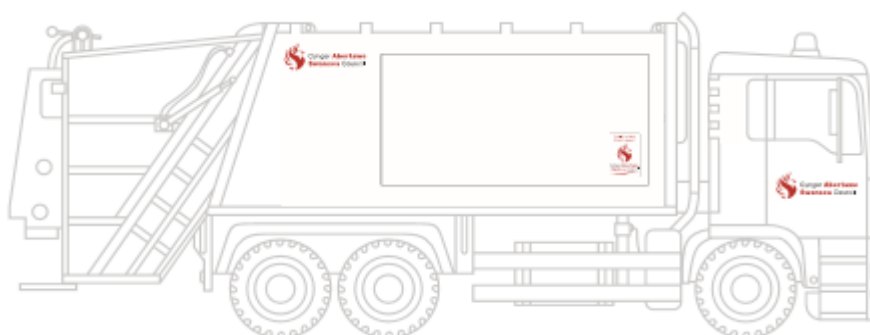
Panel sizes for Dennis Eagle Olympus Refuse Vehicles

Advertising Panel

Size of artwork when trimmed/finished:
244cm wide x 122cm high

Size of artwork when supplied to DesignPrint:
246cm wide x 124cm high
(244cm wide x 122cm high + 1cm bleed on each edge)

Passenger & Driver Side Full Panel



The ideal platform to promote your Eco message!

The vehicles circulate through main and side roads, avenues and cul-de-sacs offering great visibility.

Mobile Marketing – Advertising Prices

Vehicle	Number of Vehicles	Advertising Price (Per Vehicle, Per Annum)	Total Advertising Price (Per Annum)
Peugeot 335 L3 Vehicles	5	£1,750.00	£8,750.00
	10	£1,500.00	£15,000.00
Peugeot Partner L1 636 Electric Vehicles	5	£1,750.00	£8,750.00
	10	£1,500.00	£15,000.00
Dennis Eagle Olympus Refuse Vehicles	1	£1,800.00	£1,800.00
	5	£1,650.00	£8,250.00
	10	£1,500.00	£15,000.00

Please Note:

Prices include initial printing of 2 vinyl stickers and fitting by Swansea Council per vehicle.

Thereafter client will cover cost for change of copy.

Client to provide completed artwork ready for printing.

In-house design service available P.O.A.

Prices are subject to VAT and excludes Agency Commission.



Swansea City Bus Station

Swansea City Bus Station is a prominent hub of activity in the City Centre and attracts thousands of commuters, shoppers and visitors every day.

- 100% of all bus routes either start or finish there.
- Over 15 million visitors pass through every year.
- It is open 24 hours but the central core of active foot flow is between 6.30am and 11.30pm every day.
- Over 2,000 buses arrive and depart daily.
- National and local retailers are located in adjoining shopping centre.
- National and local Restaurants and Public Houses are within 2 minute walking distance.
- National Waterfront Museum, The LC2 and Swansea Museum are within a 5 minute walk.

Advertising in Swansea City Bus Station provides great value, eye catching city centre advertising to over 280,000 people every week (research October 2017) in the heart of the city.

Advertising here will enable your advert to reach 40,000 people every day (research October 2017) from across Swansea and beyond.

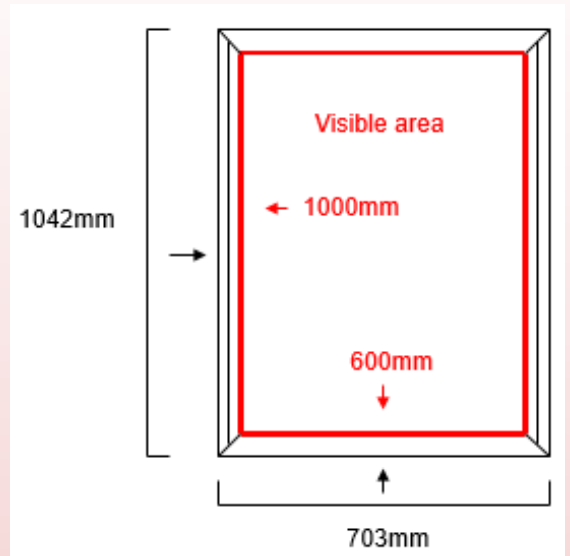
Content of copy must have prior approval by Swansea Council prior to print. We regret we cannot accept any advertising relating to Alcohol or Tobacco or anything else that may conflict with Swansea Council.



Bus Station - 6-sheet Wall Posters

Innovative, eye catching and lasting impact.

60cms wide x 100cm long (portrait).



High impact posters dominating the high footfall concourse areas (40,000 visitors a day on average – October 2017)

Dimensions: 703mm wide x 1042mm high portrait frames with visible area of 600mm wide x 1000mm high.

Fantastic opportunity to promote your business ahead of your competition and get in front of 36,000 people daily.

Rate card: Weekly booking **£85** per week (excluding agency commission and VAT)

Swansea Council to supply:

- 703mm wide x 1042mm high portrait secure tamper proof poster display frame.
- Insertion of poster into secure tamper proof poster display frame.
- Photo evidence (if required).
- Option to produce and deliver advertisers completed artwork by in-house studio Design Print at cost to advertiser.

Advertiser to provide:

- Confirmation.
- Completed Poster.
- Investment.

Graphic Design and Print available, price on application.

Bus Station - Screen Advertising

- 23 Hi-tech Information screens above every departure bay.
- On average 40,000 passengers and visitors daily (research October 2017).

With 23 electronic departure information screens, all situated above each of the 23 departure bays so located in a incredibly high footfall area and being viewed constantly through the day, running 24 hours a day, 7 days a week your advert will be sure to be seen!

We are able to upload adverts onto the departure screens so that they will be displayed in rotation of 25 x 10 second adverts per hour over a minimum of 12 hours a day = 300 per day with a duration of 7 days = 2,100 displays per screen.

Concourse screen choice of:

12 screens (A, C, E, G, J, L, N, P, R, T, V, X)

25,200 x 10 second adverts per week

Investment: £100 per week (plus VAT)

OR

11 screens (B, D, F, H, K, M, O, Q, S, U, W)

23,100 x 10 second adverts per week

Investment: £90 per week (plus VAT)

OR

All 23 screens investment: £200 per week (plus VAT)

(minimum booking 2 weeks)

Advertiser to provide:

- Confirmation;
- Completed Poster;
- Investment.
- The screen size is 1366pixels by 768pixels, so it's a 16:9 ratio.
- Camera ready artwork to be supplied in RGB jpeg, jpg, bmp, png slide format.

Investment excludes VAT and agency commission.

Bus Station - Washroom Poster Narrowcast Advertising

- Totally unavoidable and visible seven days a week.
- Option to be gender specific.
- 21 x A4 size tamper proof frames with a plastic screen.

Swansea Council to supply:

- A4 (portrait) 297mm x 210mm frames and insertion of posters.
- Photo evidence (if required).

Advertiser to provide:

- Completed confirmation booking form.
 - Payment in advance (unless otherwise agreed).
 - Completed poster 5 days prior to campaign commencement.
- Graphic design and poster print available at cost.
Advertiser can change copy as frequent or infrequent as required.



Advertising Options

Option 1 – Female Washrooms: 8 x A4 on cubicle doors, 1 x A4 on cubicle door of Female Disabled toilet, 2 x A4 on door of each Baby Changing Room.

4 weeks, 11 posters @ £55 per week = £220 plus VAT

13 weeks, 11 posters @ £50 per week = £650 plus VAT

26 weeks, 11 posters @ £45 per week = £1,170 plus VAT

52 weeks, 11 posters @ £40 per week = £2,080 plus VAT

Option 2 – Male Washrooms: 4 x A4 on cubicle doors, 5 x A4 above urinals and 1 x A4 on cubicle door of Male Disabled toilet.

4 weeks, 10 posters @ £50 per week = £200 plus VAT

13 weeks, 10 posters @ £45 per week = £585 plus VAT

26 weeks, 10 posters @ £40 per week = £1,040 plus VAT

52 weeks, 10 posters @ £35 per week = £1,820 plus VAT

Option 3 – Female and Male Washrooms (Option 1 & Option 2):

4 weeks, 21 posters = £400 plus VAT

13 weeks, 21 posters = £1,175 plus VAT

26 weeks, 21 posters = £2,150 plus VAT

52 weeks, 21 posters = £3,750 plus VAT



Conclusion

The aim of this proposal is to give your company the opportunity to become a partner with Swansea Council and work together in a positive, fun and interactive way.

You can be assured that our knowledge and expertise in this market will be utilised to deliver unique opportunities to your target audience.

No matter what size budget you have, the skill of our Commercial Team ensures that we work with you to select and develop an opportunity tailored to meet your specific needs.

Thank you for your time and consideration.

Look forward to hearing from you.

Kind regards,

The Commercial Team