

NOTTINGHAM EVENTS

SPONSORSHIP OPPORTUNITIES 2024/25



Nottingham
City Council

OVERVIEW

Nottingham City Council's annual commissioned events programme includes Riverside Festival, Light Night and Bonfire Night. Produced by the Nottingham Events team, they contribute to the vibrancy and culture of Nottingham, its neighbourhoods, and diverse communities, benefitting local residents and the visitor economy.

By sponsoring our events, your business could benefit from:

- Building brand awareness
- Reaching Nottinghamshire audiences
- Highlighting your corporate social responsibility
- Increasing lead generation

REACH
150K
AT RIVERSIDE
FESTIVAL

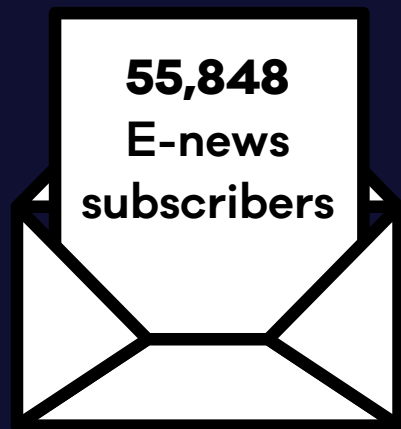
REACH
50K
AT LIGHT
NIGHT

REACH
40K
AT BONFIRE
NIGHT



WHAT'S ON NOTTINGHAM

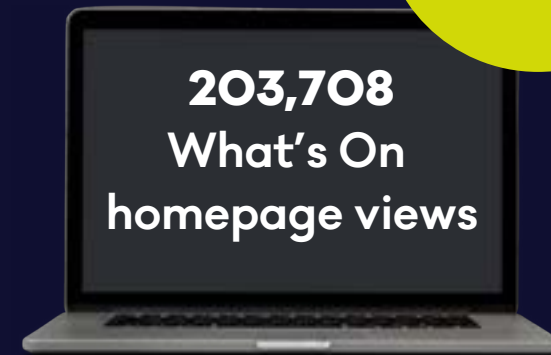
The events are promoted via What's On Nottingham, the city's official events guide. Through these channels we can drive awareness and engagement for your brand, with the opportunity to reach more than 150K engaged consumers each month.



Dec 2023



Dec 2023



Jan - Dec 2023

[Click here
to visit the
website](#)

Your brand will have exposure via our website listings, content-led email strategy, targeted data sets, social media reach, and city advertising opportunities, giving your business a huge promotional opportunity in the city and region.

EVENT BRANDING & CITY ADVERTISING

Your brand can be included in a selection of city advertising platforms, including 6 sheets (bus shelters, car parks and city information panels), railing and lamppost banners, and Old Market Square flag masts. On site at events, our totem panels and A boards will offer high-visibility opportunities to see your brand.



RIVERSIDE FESTIVAL



Riverside Festival has taken place at Victoria Embankment for the last 40 years, with live music, fireworks, river activities, a mile-long funfair, street food, and market stalls. The 2024 dates are proposed to be Friday 2 - Sunday 4 August.

STAGE NAMING RIGHTS



The Main Stage is programmed to ensure exciting and innovative global beats, and world music performances that are not usually seen in Nottingham. In recent years festival audiences have enjoyed Cajun, Afrobeat, Berber, Congolese, and Bhangra music. This year the stage will feature DJs on the Friday evening, and jazz and choral groups on the Sunday.



The Bandstand Stage hosts bands and singer-songwriters from the local area and beyond, giving them the chance to play to thousands and offering significant new audience exposure. With professional quality stage production, it's an ambition to have every successful up-and-coming Nottingham artist play the festival.

Main Stage

Celebrate Nottingham's diversity through different musical genres on the festival's Main Stage.

Sponsorship guide price: £10,000

Bandstand Stage

Associate your brand with emerging new musical talent.

Sponsorship guide price: £7,500

For each stage we can offer brand exposure with the following opportunities:

- Stage branding
- Totem panels with stage line-ups
- Promotional activity via What's On Nottingham
- City advertising
- Downloadable stage line-ups (approx. 5,000 downloads)





Little Big Top

Circus arts practitioners deliver two full days of free kids activities at the heart of the festival, featuring circus skills workshops and family shows.

Sponsorship guide price: £4,000

We can offer brand exposure with the following opportunities:

- Stage branding
- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising

FIREWORKS HEADLINE SPONSOR

The ten-minute firework display takes place on Friday and Saturday evening at 10.30pm. Approx. 15,000 people line the banks of the River Trent to watch the largest free display in the city.

Sponsorship guide price: £10,000

We can offer brand exposure with the following opportunities:

- Firework naming rights for both nights
- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising
- High profile illuminated branding at the firework compound (on the South bank)



THE GREAT TRENT DUCK RACE

The annual charity Duck Race has taken place at the Riverside Festival since 1998. Each year it raises over £10,000 for good causes. All revenue will go to a charity of your choice.

Sponsorship guide price: £2,000

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Promotional activity via What's On Nottingham
- City advertising



BONFIRE NIGHT

The city's free bonfire night event is held at the Forest Recreation Ground. It consists of a huge bonfire, firework display, fairground rides, and food stalls.

This year's event is proposed for Saturday 2 November 2024.



BONFIRE NIGHT HEADLINE SPONSOR

A solus opportunity to sponsor the full event including the firework display.

Sponsorship guide price: £15,000

We can offer brand exposure with the following opportunities:

- Firework naming rights
- Totem panels and branding at each entrance
- Promotional activity via What's On Nottingham
- City advertising
- High profile illuminated branding at the firework compound
- Ceremonial bonfire lighting





Light Night takes place across the city centre and illuminates Nottingham after dark with light-based installations, activities, and performances. The event is organised in partnership with It's in Nottingham and Arts Council England. The next event will be on Friday 7 & Saturday 8 February 2025.



IT'S IN NOTTINGHAM

LIGHT NIGHT NAMING RIGHTS

A primary opportunity to sponsor the full event and Old Market Square artist commission, including naming rights. Sponsorship guide price: £25,000

We can offer brand exposure with the following opportunities:

- Event naming rights - Light Night is powered by [YOUR BRAND]
- Totem panels and on-site branding
- Inclusion in the event guide (approx. 10,000 printed) and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising, including Old Market Square flag masts
- GOBO projections on the Council House and other buildings



OLD MARKET SQUARE ARTIST COMMISSION



Sponsor the main Light Night installation at Old Market Square.

Sponsorship guide price: £12,500

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Inclusion in the event guide and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising, including Old Market Square flag masts

SMALL SCALE ARTIST COMMISSIONS

Five opportunities to sponsor the small scale installations at key locations including Nottingham Castle, Sneinton Market and Trinity Square. Sponsorship guide price: £5,000

We can offer brand exposure with the following opportunities:

- Totem panels and on-site branding
- Inclusion in the event guide and app
- Promotional activity via What's On Nottingham and It's in Nottingham
- City advertising

GET IN TOUCH

Please contact us to find out more or request a meeting:

Patrick Loy - Head of Nottingham Events
patrick.loy@nottinghamcity.gov.uk

Lucy Cook - Marketing &
Communications Lead
lucy.cook@nottinghamcity.gov.uk

NOTTINGHAM
EVENTS



Nottingham
City Council