

Proud to be in Partnership



Helping **Jersey** Charities





Help us make a difference to Jersey Charities

THE BIG GIG IN THE PARK was created in 2010 by Caroline Strachan's, "Helping Jersey Charities". The objective is to raise funds for local charities whilst creating a memorable experience on the island. To date the event has contributed in excess of £70,000. The main benefactor for the last 4 years has been the local charity Help a Jersey Child with an additional charity being chosen each year. Last year Autism Jersey was the chosen charity, this year CLIC Sargent helping children with cancer will benefit.

Going into its 5th year, Big Gig in the Park is now firmly on the fixtures list as one of Jersey's major annual events and as such we have decided to have an additional evening of entertainment, Legend In the Park on Friday 18th July featuring Sir Tom Jones.

To put on an event like this we need a number of key sponsors and supporters allowing us to make the event bigger and better each year providing islanders with a chance to see their favourite bands here in Jersey.

The event will provide you with a fantastic opportunity to expose your brand to VIP guests as well as the local community and be part of supporting local charities.

LEGEND IN THE PARK

Friday 18th July 2014

Featuring Sir Tom Jones

BIG GIG IN THE PARK

Saturday 19th July 2014

LAWSON

CONOR MAYNARD

NICHOLAS MCDONALD

ROUGH COPY

TICH

FARRA





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SPONSORSHIP PACKAGES (Two Nights)

LARGE SCREEN ADVERTISING

Available on the large LED screens either side of the main stage. A large backdrop screen will also be on stage to really highlight the message. A total of 6 x 30 second slots during the show available, these can be single PowerPoint slides or a short video with full audio.

Total £750.00 per advertising package



BANNER FLAG ADVERTISING

Banner flags can be positioned around the surrounding fences, entrances and security areas. Multiple banners will ensure brand recognition throughout the park. Once purchased the banner flags can be used for future events.

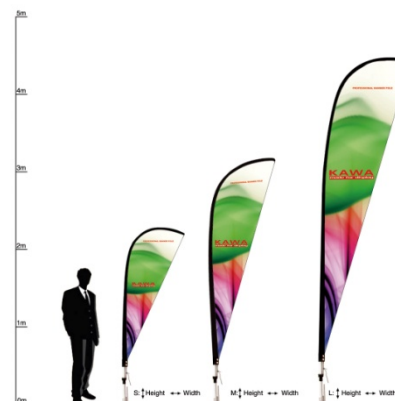
Packages of 2 - £650.00

Packages of 6 - £1750.00

Packages of 10 - £2600.00

Packages of 4 - £1200.00

Packages of 8 - £2250.00



NOTE : Artwork/production at the expense of the advertiser



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SPONSORSHIP PACKAGES (Two Nights)

Emergency Exit structures

Key branding opportunity, total of 3 of the exit structures as per image. With full audience exposure. This can be fully branded with clients artwork

Total for all 3 structures £1,000.00



Control and Disabled Tower Branding

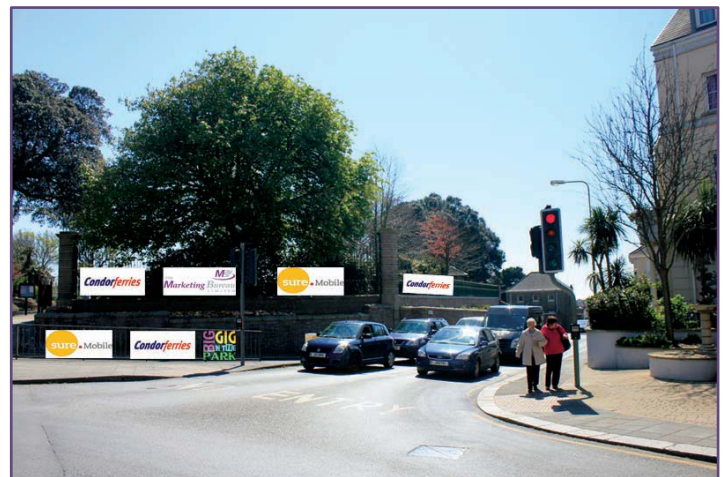
With full capacity audience viewing, a large screen will be raised behind the structures. The screen structure will have a large banner space below and above which is available for full client branding opportunities. Visual and brand awareness with large scale opportunity.

Total £2,500.00



Exterior banners

Exterior banners will command attention of both pedestrians and those driving by the venue **£1000.00 each**



NOTE : Artwork/production at the expense of the advertiser



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SPONSORSHIP PACKAGES

VIP PRIVATE MARQUEE (Two Nights)

This year we are proud to announce a very exclusive VIP experience. Demand was so high for the regular VIP tickets in 2013, we sold out in 9 days! In 2014 we have already sold out the VIP tickets for the Legend in The Park and only have a few tickets left for Big Gig in the Park.

We are offering an opportunity to sponsor the VIP private marquee holding over 550 guests with your own exclusive area to entertain your own guests.

There will be an exclusive fast-track entrance, guests will be greeted with a glass of champagne and excellent gourmet buffet dinner, private VIP bar and posh loos!

Total: 12,000.00

ALSO INCLUDES:

- 10 tickets for Friday evening and 20 tickets for Saturday. Worth £95.00 each ticket.
- Branding of the marquee both inside and out.
- A branded feature on the Big Gig homepage
- Feature on our Big Gig Website for a year which had 323,478 hits in march 2013, 70% were new visitors & 80% Jersey visitors.
- Link to your website from our web page for a year.
- Custom designed visuals on the screens either side of the stage throughout the Legend in the Park and Big Gig in the Park performances
- Ability to brand and personalise your private area



NOTE : Artwork/production at the expense of the advertiser



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The Website

The website was created 11th March 2013
Since the launch there has been 323,478 hits
70% new visitors
80% Jersey visitors

All sponsors will be given a presence on the home screen with an active link to their site.

Event Statistics

Attendance of the event continues to grow with the expectation of 12,000 attendees over the two days in 2014.

In 2013 the event sold all 6,000 tickets in 23 days and demonstrated a 24.7% on last years revenue. In 2014, the VIP tickets for Legend in the Park sold out in just over 2 days.



We hope that you can become a part of this great charitable event.

For more information please do not hesitate to contact us.

