



**Sponsorship  
pack**



**Boost your brand with us...**



**HAMILTON EVENTS & MARKETS**





## **Introducing Hamilton Our Town...**

**Hamilton Our Town are business improvement district operating in the town of Hamilton, South Lanarkshire. We carry out initiatives in support of business and the community and have deep connections with the area.**

**Our free and inclusive events programme has been growing in popularity as seen in visitor number and social media engagement. In 2022 we attracted in the region of 30k additional visitors to the town and in 2023 we expect this figure to exceed 40,000.**



# Introducing Hamilton

## Our Town...

In 2023 we plan to host a new monthly market alongside six town centre events including a new Pride event.

We are now delighted to offer sponsorship opportunities at a range of price points and products to meet your advertising needs.

## What can you sponsor?

Indoor Market

Summer events

Festive events

Pride Event

Event sponsors will be sponsors for all dates with in the seasons activity. For example we plan to host two outdoor festive events. Prices are for both dates combined. If you are a business in the BID area of Hamilton you will receive a 10% discount on all prices.

If you would like more details please contact us at...

[malcolm.thomasharley@hamiltonbid.org](mailto:malcolm.thomasharley@hamiltonbid.org)





# **Sponsor South Lanarkshire Pride**

## **28th & 29th July 2023...**

### **Overview:**

South Lanarkshire Pride festival 2023 will be a vibrant, impactful and inclusive celebration of LGBTQI+ culture that will be open to all ages and backgrounds. This two-day festival will take place in the South Lanarkshire town of Hamilton and utilise key areas and significant space in the town centre including the town's main shopping street and the A listed 'Town House' events hall.

Designed and marketed to attract visitors from across Scotland and beyond, our events program will showcase high quality, high impact performances from a variety of performers. These include circus acts, street-based performance, dance and theatre groups alongside music groups, choirs and more.

On day one the main activity will take place in the Town House venue, standing capacity 900 for an evening ticketed drag event.

Day two will be a town centre wide event utilising the main high street, (Quarry Street) and additional zones in the area. The on street performance zones will create a carnival atmosphere and help animate this large area with content. A forty-stall high quality market on Quarry Street and fairground on Townhead Street will add to the programme of activity.







## Gold sponsor package

- Stage branding using your organisations logo and brand
- Logo on all marketing material, print and online
- Up to 3 stalls or Gazebos
- Access to all our professional photography of the event. (Licence and use to be discussed)
- Your brand on signage and banners
- Opportunity to be included in press activity
- Your organisations volunteer's present at events
- Acknowledgement as headline sponsor
- A creative brand opportunity
- £200 Hamilton restaurant voucher
- Social media post on Hamilton Our Town (To be discussed)

Price £3,000+VAT

**Pride event £5,000+VAT**



## Silver sponsor package

- Your brand on signage and banners
- Logo on all marketing material, print and online
- 2 stalls or gazebo's
- Access to all our professional photography of the event. (Licence and use to be discussed)
- Opportunity to be included in press activity
- Your organisations volunteer's present at events
- A creative brand opportunity
- £200 Hamilton restaurant voucher

Price £2,000+VAT

**Pride event £3000+VAT**

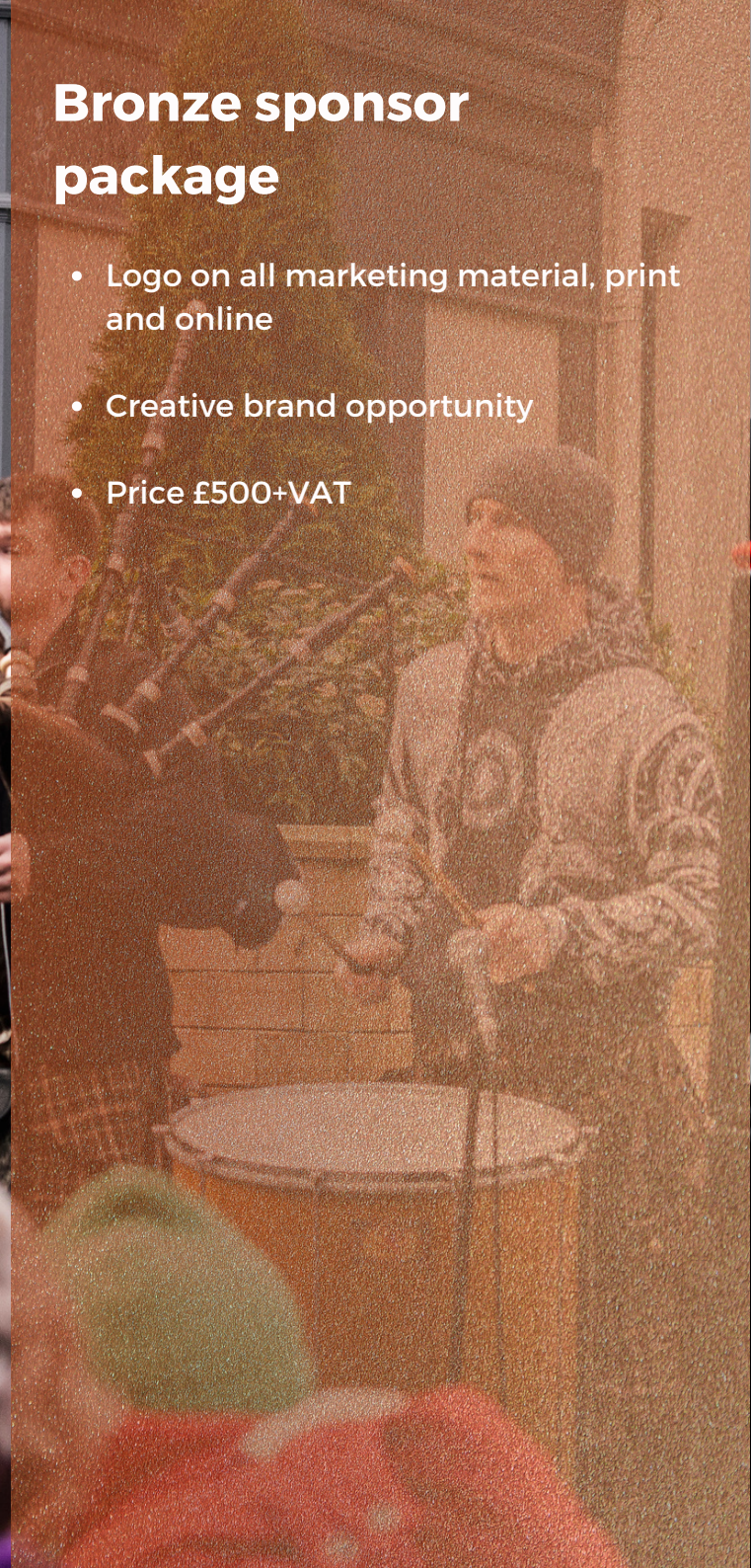






## Bronze sponsor package

- Logo on all marketing material, print and online
- Creative brand opportunity
- Price £500+VAT







# HAMILTON

*Market*

## **Indoor market sponsorship: (Full year)**

- **Logo on all material. Digital / press**
- **Lead sponsor for indoor markets & featuring as a secondary sponsor on marketing for outdoor events.**
- **Free stall at all indoor dates**
- **Banners at the indoor market**
- **Free advert in Hamilton People magazine**
- **Creative brand opportunity**

**Price £2,000+VAT**