



THE HEART  
OF FASHION

# CAPTIVATING\*

**SHEFFIELD CITY HALL**  
SUPPORTING **CITY HEARTS**

IN ASSOCIATION WITH



**SHEFFIELD  
CITY HALL**



**BRAVURA**  
Business Performance



## Sponsorship Opportunities

### Headline sponsors:

- Logo to appear across all marketing materials including: invitations, newsletters, posters, website (of City Hall, Hearts, Bravura)
- Your name will be in the title as above and logos will be on the front cover of all literature printed
- The event will be promoted through the following via the Sheffield City Hall and would include your logo through the following:

### April – June – Promotion through City Hall

- **Print - Posters and Flyers - Print run 15,000**
- Distribution throughout Sheffield City Hall: B2 size preferable however can display A2 or A3 posters.
- Distribution of 5,000 throughout Sheffield City Hall plus exit flyering at up and coming shows
- **Website**
- Copy and image (landscape, pixels 500x450) included on website
- Link from the event page to City Hearts web address
- Tickets can be bought online at [www.sheffieldcityhall.co.uk](http://www.sheffieldcityhall.co.uk)
- **E-newsletter**
- Feature story to distribute to City Hearts database – Covering national contact
- Feature story distribute to Bravura database – covering South & West Yorkshire
- Email to Sheffield City Hall online database, over 20,000 people with copy and image
- Include content in SIV e newsletter 11<sup>th</sup> May
- Promotion through all SIV group and staff email sent w/c 10th May
- **Plasma Screen – entry of City Hall and on x2 screens constantly throughout the show**
- May – Posters on Sheffield Supertram for 4 weeks in the build up to the event
- Press release distributed throughout the South Yorkshire media with launch of headline sponsor – including Sheffield Star, Telegraph, Star Business Monthly, Rotherham Advertiser, Barnsley Chronicle
- On the night you have the opportunity to have exhibition stand in the foyer area in addition a powerpoint loop will be across the plasma screens in box office foyer also across the 2 plasma screens on stage
- Be part of the judging panel for the fashion show in deciding the winner for best design - in conjunction with Sheffield Hallam University
- VIP drinks reception
- 10 tickets to the event
- Full page advert – inner front page of programme and back page
- You will be publicly thanked on the evening on at least 2 occasions on the evening

**Sponsorship required: £4,000 plus VAT**

## Individual Sponsorships

- Logo to appear across all marketing materials including: invitations, newsletters, posters, website (of City Hall, Hearts, Bravura)
- Your name will be in the title as above and logos will be on the front cover of all literature printed
- The event will be promoted through the following via the Sheffield City Hall and would include your logo through the following:

### April – June – Promotion through City Hall – print run 15,000

- **Print - Posters and Flyers**
- Distribution throughout Sheffield City Hall: B2 size preferable however can display A2 or A3 posters.
- **Website**
- Copy and image (landscape, pixels 500x450) included on website
- Link from the event page to City Hearts web address
- Tickets can be bought online at [www.sheffieldcityhall.co.uk](http://www.sheffieldcityhall.co.uk)
- **E-newsletter**
- Feature story to distribute to City Hearts database – Covering national contact
- Email to Sheffield City Hall online database, over 20,000 people with copy and image
- Include content in SIV e newsletter 11<sup>th</sup> May
- **Plasma Screen – entry of City Hall and on x2 screens constantly throughout the show**
- May – Posters on Sheffield Supertram for 4 weeks in the build up to the event – this would normal cost £450 per week alone!

Press releases distributed throughout the South Yorkshire media with launch of headline sponsor – including Sheffield Star, Telegraph, Star Business Monthly, Rotherham Advertiser, Barnsley Chronicle

**Sponsorship Required: £2,000**

### Raffle Sponsor:

Your banner will be by the side of the raffle table and your company name will be in the brochure. Plus we will announce you as sponsors when the raffle is drawn.

**£1,000 plus VAT**

### Drinks Reception Sponsor:

Your banners will be displayed as the champagne is served as our guests arrive. Plus your marketing materials can be laid out on the meet and greet area,

We will also thank you in the A5 on the night brochure.

**£1,000 plus VAT**

**Programme Advertising: Approximately minimum 1,200 distribution on the night**

Quarter page within the event programme - £125

Half page within the event programme - £200

Full Page within the event programme - £400

All prices are subject to VAT charged at 17.5%

For more information or to secure your sponsorship contact Katrina Bagshaw, Bravura,  
07988850823 alternatively e-mail [katrina@brauvra-performance.co.uk](mailto:katrina@brauvra-performance.co.uk)