

Why Eastleigh Borough Council?

Eastleigh Borough Council is an established provider of marketing opportunities for the local and regional business community. We work with dozens of companies of all sizes who partner us on sponsorship projects or take advantage of roundabout sponsorship or Borough News advertising.

"We make it an integral part of our operations to ensure we contribute positively to the community; Eastleigh Borough Council helps us do this effectively"

Richard Chinn, Director, Mott MacDonald

In these challenging times, Eastleigh Borough Council is well placed to offer value for money promotional options. We are driven by enabling community activity and helping to build a prosperous local business community and our advertising offer isn't profit driven.

Eastleigh Borough Council's promotional offers are competitive, focused and flexible so you can mix and match at a discount to suit your needs. You're looked after by our in-house Corporate Communications Team who provide a high level of customer service.

The key facts

The borough stretches from Hamble-le-Rice in the south to Chandler's Ford in the north and offers prospective sponsors and advertisers:

- 52,000 households
- 120,100 residents
- 5,300 businesses
- Over seven million vehicle journeys per annum around our busiest roundabout locations
- 44 schools, including seven state secondary schools

- Two respected further education colleges with over 10,000 students
- 160,000 home page web views per month
- 240,000 Itchen Valley Country Park visits per annum
- 1.2 million Fleming Park Leisure Centre visits per annum
- 89,000 arts attendances at The Point Theatre per annum

A prosperous place

With a strong and growing business base, the regeneration of the borough continues apace. The Swan Centre leisure complex opened in April 2009 and we are enabling the major employment site River Side, reaching from the town centre to the airport boundary. River Side will accommodate up to 9,000 jobs.

85% of Eastleigh Borough's residents are economically active and we sustain 5,300 businesses that provide 60,800 local jobs. Our urban, suburban and semi-rural locations, combined with good schools and great transport links make Eastleigh a popular choice for residents and for business.

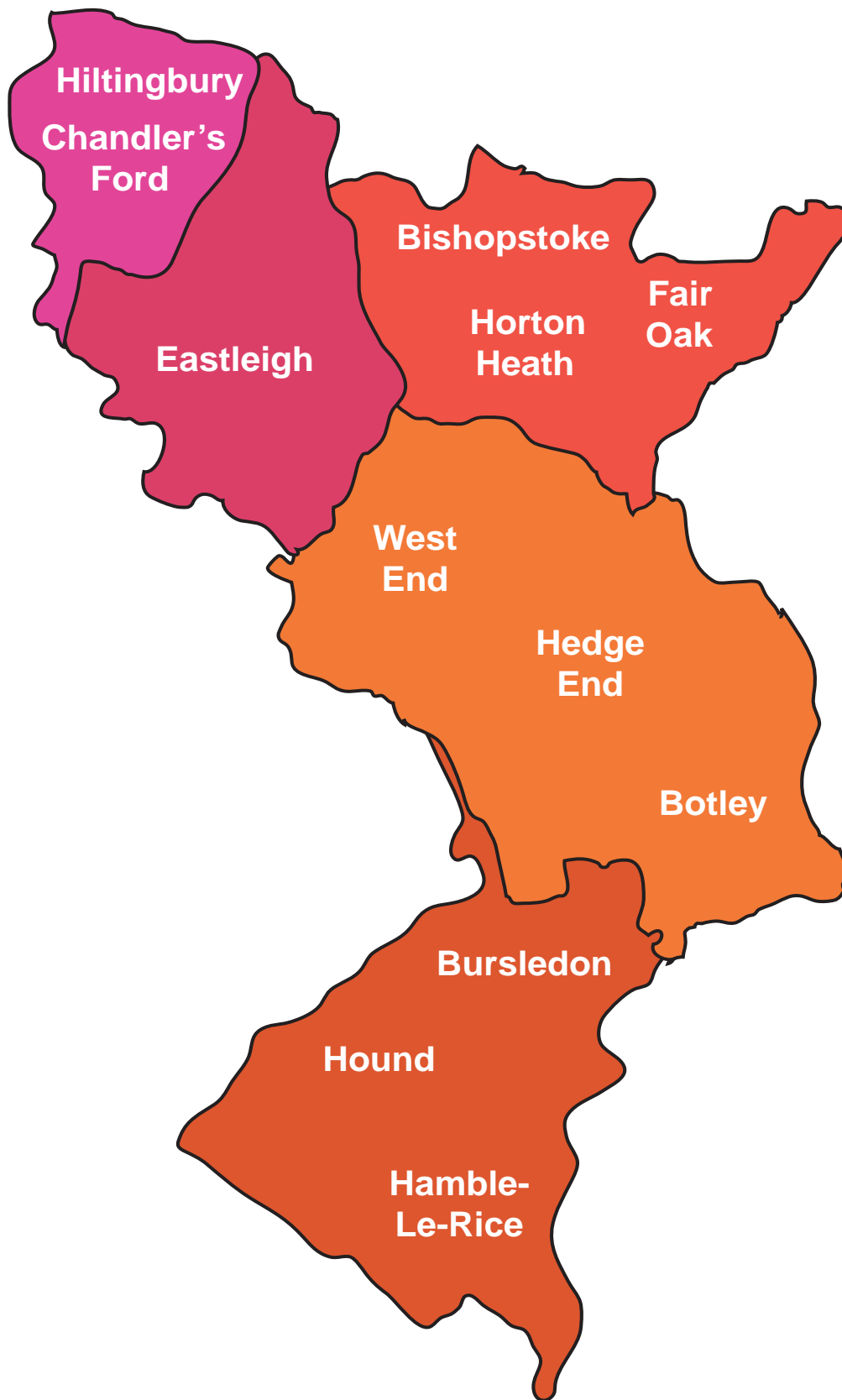
What we offer

Eastleigh Borough Council offers a range of advertising and sponsorship opportunities:

- Print advertising
- Web advertising
- Outdoor advertising, including roundabout sponsorship
- Project and event sponsorship
- Venue hire
- Staff team builds

For more information contact sponsorship@eastleigh.gov.uk or phone 023 8068 8205

Eastleigh Borough Map



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Print Advertising

Borough News

'Borough News' is Eastleigh Borough Council's free newspaper for our 121,000 residents. It provides an exciting range of up-to-date articles and features about Council services, activities and events together with other useful information for the community.

Issue	Booking Deadline	Artwork Deadline	Distribution wc*
January 2011	3 rd December 2010	17 th December 2011	17 th January 2011
March 2011	4 th February 2011	18 th February 2011	14 th March 2011
May 2011	15 th April 2011	29 th April 2011	23 rd May 2011
July 2011	10 th June 2011	24 th June 2011	18 th July 2011
October 2011	23 rd September 2011	7 th October 2011	31 st October 2011

Print run	52,000
Size	360 mm x 292 mm
Pages	Usually 12pp (maximum of two and a half pages of advertising)
Colour	Full colour
Paper	55 gsm

Rate Card

Half page	165 mm x 264 mm (landscape)	£750 + VAT
Quarter page	165 mm x 132 mm (portrait)	£450 + VAT
Eighth page	140 mm x 95 mm (landscape)	£250 + VAT
Back page What's On banner (footer)	264 mm x 40 mm (landscape)	£295 + VAT

Full page ad or four page centre pullout by negotiation

Discounts

Two consecutive issues	10%
Three consecutive issues	15%
Five consecutive issues	20%

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Print Advertising

The Point season brochure – 2011

The Point Theatre promotes its forthcoming events and classes in three season brochures a year. 22,000 copies are distributed each time to our mailing list of 13,000 arts attenders and to libraries, venues and other community locations. The brochure can also be viewed at www.thepointeastleigh.co.uk plus we promote each season to our 2,500-strong e-list.

Issue	Booking Deadline	Artwork Deadline	Distribution
Summer (May – Aug shows)	15 th January	1 st February	Mid April
Autumn (Sept – Dec shows)	15 th May	1 st June	Mid August
Spring (Jan – Easter shows)	15 th September	1 st October	Early December

Print run	22,000
Size	A5 (portrait)
Pages	Usually 36pp (maximum of five pages of advertising)
Colour	Full colour
Paper	130 gsm (150 gsm cover)

Rate Card		
Full page	138 mm x 188 mm (portrait)	£600 + VAT
Half page	138 mm x 89 mm (landscape)	£350 + VAT
Quarter page	69 mm x 89 mm (portrait)	£200 + VAT

Discounts	
Two consecutive issues	10%
Three consecutive issues	15%
Combined with Point Partners corporate membership (£300)	20%

For more information contact sponsorship@eastleigh.gov.uk or phone 023 8068 8205

Print Advertising

The Point ticket backs

The Point Theatre issues around 84,000 tickets a year for professional theatre, dance, music and comedy shows (around 70 events), community hire shows (around 150 events), film screenings (130 events), and for classes and workshops. Ticket back advertising is available at £1,800 + VAT and offers an exclusive advert on the reverse of each ticket issued by The Point box office plus Point Partners corporate membership benefits over a 12 month period.

The Point is a unique venue rooted in its local community but with a reputation for attracting internationally renowned performers. Its Creative Learning Team works in schools, colleges, specialist services and other community settings, while the Creation Centre welcomes internationally known dance companies, who create and premiere work in residence here in Eastleigh. In 2009 The Point ran 900 dance classes and over 50,000 people attended outreach sessions. Over 500 workshops in schools were organised and 5,000 people participated in the JUMP! dance festival. It hosts the largest professionally run Youth Theatre in the area and 15,000 people come into Eastleigh for the Music Festival and Mela weekend in July. In Spring 2011, a brand new 320-seat theatre at Wildern School in Hedge End will be opened.

The Point Ticket Backs	
Print run	84,000
Size	To be advised
Colour	Full colour
Paper	130 gsm

Rate Card
£1,800 + VAT for 12 month association

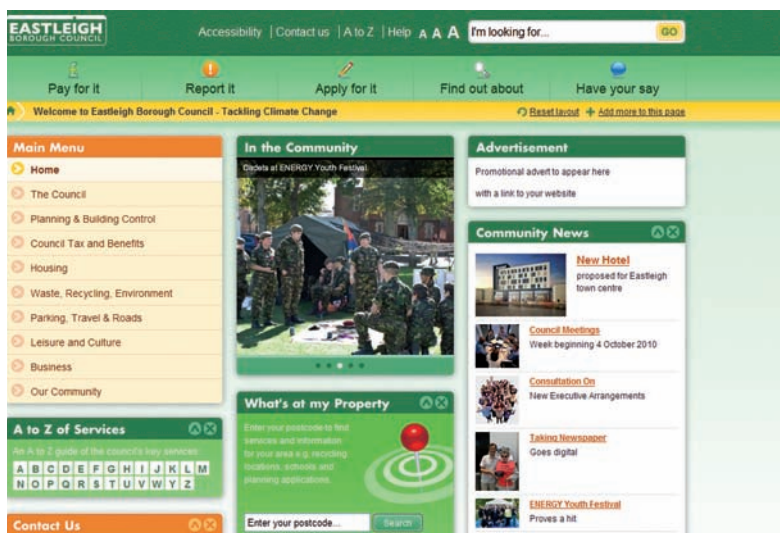
Discounts
To complement your advert and further enhance your visibility at The Point we will also give you corporate membership benefits worth £300 including foyer and website credits and complimentary tickets to shows at The Point

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Online Advertising

Eastleigh Borough Council Online

www.eastleigh.gov.uk receives around 160,000 home page views per month. In July 2010, we recorded 29,323 unique (i.e. first time) visitors to our site. We are trialling home page rolling tile advertising (up to a maximum of three advertisers at 6 – 8 second exposure) positioned as seen on the image of the website below:



Advertising on other pages, e.g. cemeteries pages for genealogy visitors, country parks, recycling and planning, is available by negotiation. Beyond our home page, our planning pages are the most visited. We can share website statistics with you as required.

Online Advertising

Size	280 x 90 pixels
Colour	Full colour
Link	Advert includes link to open new page to your site
Artwork	jpeg artwork to be provided; we will set the advert for you

Rate Card

Eastleigh Borough Council home page advert	£250 + VAT per quarter
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Discounts

Two consecutive quarters	10%
Three consecutive quarters	15%
12 months	20%

For more information contact sponsorship@eastleigh.gov.uk or phone 023 8068 8205

Outdoor Advertising

Roundabout sponsorship

Eastleigh Borough has around 20 traffic roundabouts where sponsor signs are permitted offering your business 24/7 presence and brand awareness all year round. Signs are offered on a 12 month contract (or pro rata for part year) from just £22 per week enabling you to gain exposure to up to 20,000 vehicle movements per day / seven million vehicle journeys per year to your marketing campaign.

Eastleigh’s roundabout planting survives on natural rainwater, i.e. sites are landscaped and planted with shrubs, bushes etc and don’t require watering. We also have non-roundabout highway locations available for sponsorship including the verges at the top of Hamble Lane, at Botley Road outside the Botleigh Grange Hotel and near the Rose Bowl.

“We have benefitted from our roundabout for many years. It provides great brand awareness and reinforces our location within the local community” Helen Rayner, The Furniture Company

Outdoor Advertising	
Size	1000 mm x 300 mm landscape sign
Content	Full colour; flexible content including logo, web address and other factual detail (NB no direction arrows/instructions or slogans permitted)
Installation	Sign production and sign installation included in sponsorship fee (NB signs remain the property of Eastleigh Borough Council)
Maintenance	Eastleigh Borough Council’s in-house team ensures a high level of maintenance with monthly visits in the winter months and weekly in the summer
Exclusivity	Roundabouts usually carry one sponsor sign per approach/exit, i.e. your roundabout may be shared with other non-competing businesses. The current sponsor is always given first refusal on sponsorship for the following 12 months.

Rate Card	
12 month contract	£1090 + VAT
Contracts run from April to March; part year sponsorship is offered pro rata on vacant sites. Flexible payment terms including monthly standing order or direct debit available. Discounts for multiple signs – Price on application	

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Other Outdoor Options

There are several other opportunities for promoting your business around the borough including:

- Eastleigh town centre flower towers
- Public art sites
- Playgrounds, including the Fleming Park paddling pool, Freespace BMX track and the Eastleigh town centre playground
- Lamp column banners at central Eastleigh locations
- Direct Services waste vehicle gripper signs
- On-site presence at our Christmas festivities, Country Park family events, etc.
- Eastleigh Borough Council buildings, including the visitor barn at Itchen Valley Country Park (240,000 visits a year)

Talk to us about your outdoor advertising needs and we'll put together a complementary package of options in your favoured Eastleigh Borough locations.

Project and Campaign Sponsorship

Is your business: Sociable? Responsible? Neighbourly? Emotionally connected?

Could your marketing and PR plan benefit from fresh ideas? Community investment is about so much more than advertising and with the right exploitation can add real value to your business. Because it's about people, achievement, enjoyment and good news stories it can communicate the personality of your business, enhance your reputation, and create an emotional connection with your customers, suppliers and employees.

With options from just £300, Eastleigh Borough Council works with businesses of all sizes to help deliver marketing and PR targets and corporate responsibility strategies through community sponsorship. Our projects offer benefits ranging from exposure to 50,000 households through to volunteering options that boost staff retention, staff morale and team working.

Over the last few years we've engaged over 60 businesses in sport, arts, countryside, environment, town centre and healthy living initiatives. Companies, including South West Trains, BAA Southampton Airport, Angela Holidays, Waitrose, Southampton Audi, Prysmian and Mott MacDonald, have enabled dozens of projects to get off the ground.

"Eastleigh has a very responsive business community. Companies here maintain a strong community interest and recognise the value of investing back into their local neighbourhood. Our offer wholly complements the established charitable giving that our local businesses have done for years and offers great value marketing, PR and CSR opportunities that enable businesses to engage much more deeply with what's happening on their doorstep and where their staff work and live."

Helen Hughes, Sponsorship Manager

Sponsorship across the following areas is available:

- Sport
- Healthy Living
- Community Safety
- Arts
- Sustainability
- Country Parks
- Community and schools initiatives

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Projects needing sponsors include:

Project	Time of year	Information
Eastleigh Music Festival and Mela	July	Eastleigh Town Centre 15,000 visitors
Park Sport	Summer holidays	Parks and open spaces across the borough
Climate Change Roadshow	Year round	Carnival, etc. events across the borough
Itchen Valley Country Park family events programme	Year round	240,000 visitors
The Point corporate membership and event sponsorship	Year round	89,000 visitors
Christmas Festivities, including lights switch-on	November	Eastleigh Town Centre 7,500 attendees
Friday Night Football diversionary activity for young people	Year round	Various locations
Think Safe child safety-training programme	March	Manor Farm Country Park 700 10/11 year olds
STAR project alcohol awareness campaign for young people	Year round	Across the borough

All our sponsor partnerships are supported by dedicated marketing and PR that is managed in-house.

This is just a selection of what we have to offer. The more you tell us about your marketing and PR aims, the more we can tailor a partnership to ensure you get maximum return on your investment.

“The case for corporate responsibility is proven. Businesses, in developing their people, trading responsibly, protecting the environment and working in partnership with communities, will improve and sustain their financial performance. There is a clear connection between a healthy and profitable business and the well-being of the community in which it does business.”

Business in the Community

Venue Hire

About The Point

The Point Theatre in Eastleigh is home to a lively programme of theatre, dance, music and film and is rapidly developing as a leading arts venue in the South East attracting 89,000 visitors a year. It is situated in the heart of Eastleigh town centre and is approximately 60 miles south west of London, close to the cities of Southampton, Winchester and Portsmouth. Established in 1997 with one of the first National Lottery grants The Point is situated in a beautifully renovated late-Victorian town hall.

The Point is easily accessible by road accessed by both the M3 and M27 motorways, Eastleigh railway station is just a five minute walk from the venue, and Southampton International Airport is a five to ten minute drive away. The Point boasts unique, adaptable and stylish spaces for your conference, meeting or special event. A range of audio visual equipment is available for all spaces and professional stage lighting and sound equipment can be provided to meet your needs when using the Theatre or Studio theatre. There is wireless internet access available in all meeting rooms.

Theatre

The Point's theatre makes an ideal conference venue accommodating up to 312 people. The flexible seating arrangements allow either flat floor, with tables and chairs for up to 110 people, or tiered theatre style for up to 312. A raised speaker's platform can be provided and the 9m x 9m floor-level performance space provides an additional area for exhibits and presentations, or even space for a band at a dinner dance function.

Three dressing rooms are available for use when hiring the Theatre; these can also be used for syndicate sessions as can the other meeting rooms.

Syndicate room 1 measures 3m x 2.8m
Syndicate room 2 measures 6m x 3.1m
Syndicate room 3 measures 4.6m x 3.6m

Studio theatre

The intimate Studio theatre can accommodate up to 50 people theatre style or 20 people classroom style and is perfect for meetings, presentations, receptions and smaller conferences.

The Studio theatre measures 8m x 8m

Irving room

The comfortable Irving room can accommodate meetings of up to 30 people theatre style or 20 people boardroom style.

The Irving room measures 7.5m x 4.5m

Conference room

The Point's spacious Conference room can accommodate up to 40 people theatre style or 25 people boardroom style.

The Conference room measures 6.5m x 6.5m

Additional spaces that can also be hired include the 11m x 13m Creation space overlooking the park, the stylish atrium, and a small roof terrace that is perfect for a variety of outdoor functions.

Catering including tea, coffee and biscuits plus hot and cold buffets are available on request.

All meeting spaces at The Point are fully accessible and have ample natural light and black-out facilities.

Team Builds

Theatre-based training and development at The Point

Our professional theatre colleagues at The Point will happily talk to you about how theatre-based training can enhance your staff development programmes. Theatre has an immediacy about it that provides instant and memorable learning in a creative and motivating environment. We can create challenging, thought provoking and fun workshop formats tailored to your individual needs.

By combining the professional facilities of The Point with everything that is liberating and inspiring about theatre we can enable your staff to express their ideas with energy, confidence and creativity covering, for example:

- Team building
- Motivation
- Confidence building
- Creative thinking, spontaneity
- Communication and presentation skills

Forest School

Why not bring your team along to Itchen Valley Country Park for a Forest School experience?

Adapting bushcraft content, from den building to country crafts, brick making to pole lathe working, we can create a tailored outdoor learning experience guaranteed to bring your staff together in an exciting and memorable way.

Terms and Conditions

Advertising and Sponsorship Policy

The Council's approach is that sponsorship/advertising is permitted unless it falls into the prohibitive categories defined in the table below.

Any sponsor or advertiser should appreciate the aims and objectives of the Council and its projects and be prepared to work in support of these. No sponsor or advertiser will be given undue control over the direction or content of the project.

Sponsorship or advertising agreements will not mean that a business gains favourable terms from Eastleigh Borough Council in any other dealings with Eastleigh Borough Council, e.g. planning applications.

Eastleigh Borough Council will only seek to enter into sponsorship or advertising agreements with businesses or organisations whose values, practices and products are not in conflict with Council policy.

The Council must not be seen to endorse the products or services of its sponsors and advertisers.

Sponsorships will be of limited duration appropriate to the term of the project, as defined in the contract or letter of agreement.

Category	Prohibitions	Notes
Types of organisations	<ul style="list-style-type: none"> Political restrictions Manufacturers of tobacco and alcohol products Providers of 'adult' material and services Gambling/betting companies Specific faiths 	<p>The Council wishes to ensure that there are no questions as to content suitability.</p> <p>Multi-faith organisations could be considered with advice from the Communications team.</p>
Named Organisations	<ul style="list-style-type: none"> None specified 	<p>Organisations involved in current legal disputes with the Council or current planning applications should be avoided</p>
Types of products and services	<ul style="list-style-type: none"> Tobacco Alcohol 'Adult' material and services Gambling 	<p>Advertising from organisations associated with the 'adult industries' will not be permitted</p>

Style and Content

The Council will take an open approach to styles of advertising. Editorial control, copyright, etc. remain with Eastleigh Borough Council and/or the project partners as appropriate. Forms of titular credit will only be offered for a substantial sponsorship fee.

Advertisers must recognise that the Council cannot permit advertising that is sexual in nature or that appears to promote or give undue attention to illegal or 'inappropriate' behaviour or lifestyles.

The use of humour should be approached with caution. Humour can often mock specific groups and cause offence and would be inappropriate in Council publications.

All advertisers should respect the Council's core values and equality and diversity policies.

If there is any doubt as to the style and content of advertisements or sponsorship this should be referred to the Communications Team.

Eastleigh Borough Council reserves the right to omit or suspend an advertisement at any time. Ads are booked on a first come first served basis where limited space is available. Every care is taken to avoid mistakes, but we or our agents cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. All cancellations made within 28 days of the copy deadline will be charged in full. The placing of an order (either written or verbal) shall amount to acceptance of these terms. Rates may be subject to change at the Council's financial year end (31st March). The position of advertisements is determined by the editor unless premium position rates have been agreed and confirmed in writing. Copy deadlines will be confirmed at the time of booking.

In consideration of the Council performing its obligations under the agreed sponsorship/advertising terms, fees are payable to the Council upon receipt of an invoice from the Council. The Council alone shall take decisions as to how its sponsorship and advertising income shall be spent or allocated.