

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

# Love 2 Walk

Walking Festival 1-9 October 2011

## Sponsorship Information Pack

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

## **About Us**

We love to get more people out walking. And why not? There are so many good reasons to get out and about and stretch those legs.

The Love2Walk brand is fast developing a reputation for its innovative approach to walking development and its alternative take on what makes for an interesting walk! We think walking isn't just about the beautiful SSSI scenery that you'll stumble across here, or the stunning blue flag coastlines lapping at our toes.

We think it's also about the experiences on offer all over the county such as exploring the forests with Nordic walking poles, creeping out at night to catch some bats feeding in their natural habitat, Not to mention losing yourself (and your mobile signal!) out on expedition to the valley tops.

Our goal is to take the Love2Walk brand national, positioning Bridgend county as the home of alternative and quirky walks. We love to be ambitious.

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

Love2Walk hosts an annual week-or-so long walking festival. This year there'll be around 40 walks to experience. It'll be a tough challenge fitting them all in, but we're prepared to wear a hole in our boots.

We are offering a multitude of ways to get involved with this year's event from your generous donations in-kind to tailor-made festival sponsorship packages that meet your needs as well as ours.

We want to offer sponsors the best possible return on invest ensuring that sponsors benefit from the promotional activities leading up to, during and after the event. All of our packages are flexible and can be adapted to suit your needs. Please read on to find out more.

### **Bridgend Rural Tourism Walking Sub-group**

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

## About You

Love2Walk would love to work with like-minded businesses or organisations that think getting out into the open air and enjoying the environment, heritage and fantastic experiences that we have at our disposal is just marvellous.

In a nutshell, the opportunities available to you include:

Festival Main Sponsor	£5,000
Launch Partner	£2,500
Walk Sponsor (multiple opportunities)	£250
Gifts in-kind	n/a

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

## Sponsorship Package 1: Festival Main Sponsor

Be our main partner for the entire event and take advantage of maximum exposure for your organisation.

Benefits and opportunities:

- Targeted brand positioning integrating fully with the social media campaign with professionally devised concepts and themes
- Sponsor's name to appear on pre-event material, official literature, displays, press releases and website as "Love2Walk in association with [sponsor's name]"
- Acknowledgement as "Love2Walk in association with [sponsor's name]" and a 300 word write-up and hyperlink on the Love2Walk web pages
- Acknowledgement as "Love2Walk in association with [sponsor's name]" in the introductory speeches at the launch and closing events with high-profile celebrities
- An advert in the programme
- An opportunity to speak at the festival launch event

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

- Company logo to appear on event literature and programme
- Company logo to appear on the festival web pages
- Opportunity to display company literature at the launch event (indoor)
- Opportunity to include relevant promotional literature in the event goodie bags

**Main sponsor package: £5,000**

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

## **Sponsorship Package 2: Launch Partner**

As launch partner you will be supporting both the opening and closing events of the festival. Both events have high-profile, interesting celebrities confirmed to speak and to lead walks which we are certain will attract a great audience.

Benefits and opportunities for you include:

- Acknowledgement as launch partner on pre-event material, official literature, displays, press releases and social media
- Acknowledgement as launch partner and a 200 word write-up and hyperlink on the Love2Walk web pages
- Acknowledgement as launch partner in the introductory speeches at the launch and closing events
- An advert in the programme
- Opportunity to speak at the festival launch and closing events

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

- Company logo to appear on event literature and programme
- Company logo to appear on the festival web pages
- Opportunity to display company literature at the launch event (indoor)
- Opportunity to include relevant promotional literature in the event goodie bags
- Company logo to appear on signage for the launch and closing events
- Free website link from the festival web pages

**Launch partner package: £2,500**

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

## **Sponsorship Package 3: Walk Sponsor**

Sponsor one of the walks featured in the programme.

Benefits and opportunities for you include:

- Company name to be incorporated into official literature and social media
- An advert in the programme
- Company logo to appear on signage for the walk
- Company logo to appear in the programme
- Company logo to appear on the festival web pages
- Opportunity to include relevant promotional literature in the event goodie bags
- Free website link from the festival web pages

**Walk sponsor package: £250**

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

## **Sponsorship Package 4: Gifts In-kind**

This package is for offers of donations in-kind from the sponsor. Examples of gifts in-kind may include:

- Items to award as competition prizes
- Discount promotions for event participants
- Items to give away in goodie bags
- Staff time to volunteer as festival helpers

The sponsor will receive:

- Company promotion on the festival web pages
- Free website link from the festival web pages
- A logo in the event programme

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

## **The media plan**

The event's developing a reputation for its quirkiness and primarily appeals to the generalist 'independent explorer' walker rather than the die-hard enthusiast.

Consequently, the Love2Walk product lends itself ideally to more innovative digital media communications alongside the more traditional media channels.

Our marketing reach extends far beyond the boundaries of south east Wales targeting our tourism generating areas along the M4 corridor into the South East of England, the Midlands, the South West of England and the rest of Wales.

As part of our digital marketing activity, we will be devising a bespoke Love2Walk social media campaign to raise brand awareness throughout our target areas to encourage conversation and dialogue amongst walkers and interested parties.

That's a conversation that we would love you to be a part of.

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

**love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature**

We will still be using traditional media channels to complement this and will be issuing regular press releases over two months to an extensive network of press and media contacts.

If you would like further information, please contact:

Rhiannon Hardiman  
reach – Rural Development Programme  
Unit 3  
Castle View  
Bridgend  
CF31 1NJ

The Love2Walk brand is developed in partnership across the public, private and voluntary sectors and is supported by its own independent steering group.

**love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk**

love2gaze at the stars – love2go back in time – love2unleash your sense of adventure – love2get back to nature

# Love2Walk



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig; Ewrop yn Buddsoddi mewn Ardaloedd Gwledig  
The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

love2go digital – love2walk on water – love2go foraging – love2geocache – love2get spooked – love2walk