

# Festival of Light Sponsorship Opportunities

WGC 100 Centenary Launch Event  
January 2020



**Be part of the Centenary launch as Welwyn Garden City celebrates 100 years by using the original features and landmarks of the town centre as a backdrop to a spectacular and inspiring Lumiere experience.**

Created by a collaboration of artists, designers, technologists and light specialists the 16 unique light installations will form an intuitive trail around the town centre to be enjoyed over three exciting evenings in January 2020. Aimed at Welwyn Hatfield residents and visitors from across Hertfordshire this will be a dynamic start to the centenary year. The experience will be enhanced by a series of road closures and the creation of pedestrian areas to maximise viewpoints and safe interaction with the installations.

With financial support from the Arts Council and the WGC BID the Light Festival offers a very specific and visual way for sponsors to interact directly with local families, students, residents, commuters, visitors and the business community.

Many of the installation's inspiration is coming from the University of Hertfordshire Creative Arts department and being brought to life by local lighting and display experts.

In order to maximise the impact of the event and to showcase the very essence of the Garden City philosophy the team are seeking financial support to deliver as many of the installations as possible.

The Lumiere event will launch the Centenary year in spectacular fashion. The event will be filmed and photographed with the highlights available throughout the year on the Centenary and WGC BID web sites and feature strongly throughout subsequent 2020 events and Grand Finale on 31st December 2020.

Bespoke packages are available to support the overall Lumiere event and individual installations.

- **Overall Partner - Supernova Package from £25,000**
- **Galaxy Package from £15,000**
- **Star Package from £7,000**

# Festival of Light Sponsorship Opportunities





# Supernova Partner Package

– from £25,000

- Positioning as headline partner from Spring 2019 to December 2020.
- Choice of key, high impact light installation with opportunity to shape location, design, interactivity & theme of piece with in-situ branding
- PR opportunity at Lumiere launch and subsequent milestone announcements on artists, designs, technology, event planning and call to action with times, installation locations and routes.
- Editorial coverage with local and BID media
- Primary logo branding on all Lumiere marketing and advertising materials (web site, social media, printed collateral, flyers, brochures, tickets, trail guide / App)
- Approved use of Festival of Light brand on own marketing materials
- Invitation to attend Festival of Light events in lead up to launch in January 2020
- VIP viewing area and at-event hosting space to entertain guests (24)
- Artist briefing on sponsored installation and accompanied tour for VIP guests (20)
- Brand incorporated into core light installations in town centre (digital mapping in town centre).
- Option to take up first refusal on promotional activity (entertainment/light sticks/wristbands)
- Opportunity to join WGC BID Festival of Light steering group which includes University of Hertfordshire, The Centenary Group, WGC BID and local business supporting the organisation and promotion of the event.
- Corporate Landing page link from event web site to include access to event visuals and back stories to creation of installations.
- Continuing partner status brand presence within the Centenary celebrations and Grand Finale in December.



# Galaxy Partner Package

– from £15,000

- Positioning as a key, facilitating partner in the delivery of the Lumiere event from Spring 2019
- Choice of single light installation piece in a specific location with in situ branding
- Invitation to attend Festival of Light events in lead up to launch in January 2020
- VIP viewing area and at-event hosting space to entertain guests (12)
- PR opportunity at Lumiere launch as facilitating partner and subsequent exposure through milestone announcements on artists, designs, technology, event planning and call to action with times, installation locations and routes.
- Logo branding on all Lumiere marketing and advertising materials (web site, social media, printed collateral, flyers, brochures, tickets, trail guide/ App)
- Editorial coverage with local and BID media
- Approved use of Festival of Light branding on own marketing materials
- Option to take up first refusal on promotional activity (entertainment/light sticks/wristbands)
- Continuing brand presence within the Centenary celebrations and Grand Finale in December.



# Star Partner Package

– from £7,000

- Positioning as installation partner for specific lighting piece with in-situ branding
- PR opportunity at Lumiere launch and subsequent milestone announcements with artists, designs, technology, event planning and call to action with times, installation locations and routes.
- VIP viewing area and at-event hosting space to entertain guests (6)
- Logo branding on all Lumiere marketing and advertising materials (web site, social media, printed collateral, flyers, brochures, tickets, trail guide/ App)
- Approved use of Festival of Light brand on own marketing materials
- Invitation to attend Festival of Light events in lead up to launch in January 2020

## Why become involved?

The Festival of Light will be publicised across the county and beyond as the Welwyn Garden City Centenary is pre-promoted in 2019 and celebrated throughout 2020.

The proposal is to immerse the sponsors into the Lumiere event to maximise coverage and association with a major, interactive experience that will attract extensive interest throughout 2019 as the WGC 100 Centenary launches in January 2020. The organising team will be seeking to achieve considerable media coverage, on and off-line, using design and technology milestones to promote the event across the region.



# A bright future

The conurbations of Welwyn Garden City and Hatfield are inextricably linked with numerous commercial, civic and community links between residents, commuters, students and businesses.

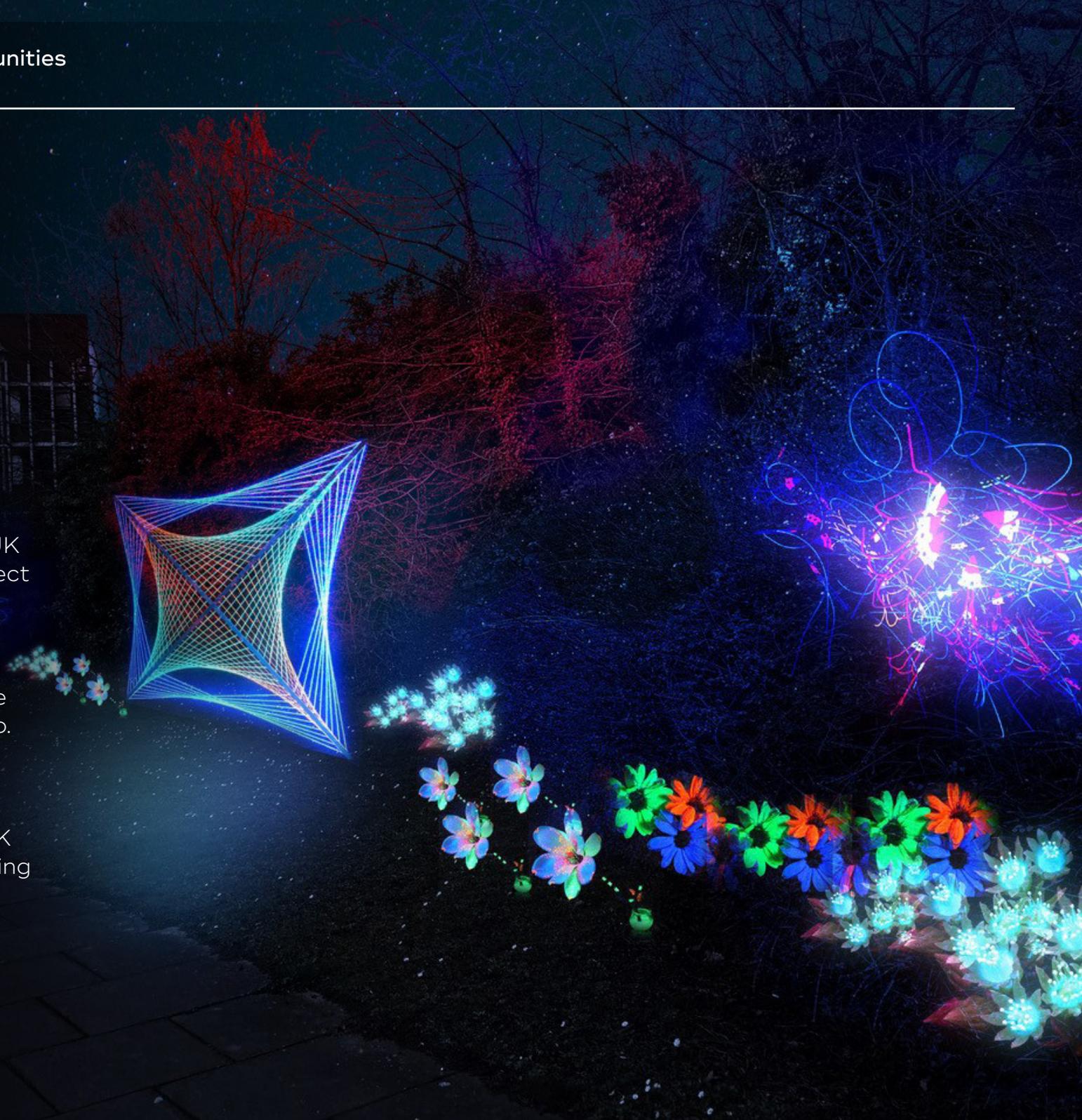
The Welwyn Hatfield area is a thriving and growing region with extensive inward investment in commercial and residential development. Infrastructure and residential planning for the future have identified the area for substantial transport and digital enhancements as the area straddles the increasingly important London – Cambridge corridor.



# Exposure and influence

As of 2017, Welwyn Hatfield district had around 117,000 inhabitants and around 84,000 jobs with key employment sectors in wholesale & retail. Other key employment areas include Education, Business Services and Professional Services. Average earnings in the Welwyn Hatfield borough are higher than the overall UK average. Commuters enjoying the direct and fast rail links to London ensure a buoyant housing and leisure market.

A number of top employers are clustered within the WGC town centre with the largest employer being Tesco. Welwyn Garden City has significant areas designated for office, industrial and warehouse uses and currently accommodates a number of major UK employers in addition to Tesco including Xerox, Roche and PayPoint.



# Superbly connected

In Hatfield, the business park on the former Hatfield Aerodrome site now includes several major employers including – Everything Everywhere (EE), Computacenter, Eisai, Ocado, Affinity Water and The Environment Agency.

The county is well served by print and broadcast media and has an active on-line presence with a tech savvy catchment driven by the expertise of the University and specialist technology businesses.

The WGC 100 Centenary is looking to the future as well as celebrating the unique design and lifestyle qualities of the Garden City and the Lumiere event will serve as a fitting launch for 2020.

We would love to share our plans with you and show how a positive association with us will benefit your organisation as an investor and employer in the heart of our community.



## To find out more about how to get involved please contact:

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Further background information is available from:

[www.wonderfulwgc.co.uk/bid](http://www.wonderfulwgc.co.uk/bid)

[www.wgccentenary.org](http://www.wgccentenary.org)

[welwyngarden.co.uk](http://welwyngarden.co.uk)

