



- Borough of Culture, is awarded annually on a rotational basis to one of the six local authorities that make up the Liverpool City Region.
- It is Halton's year in 2021 and our aim is to increase participation in quality cultural activity across Halton, helping more people to experience the arts and to benefit from the role that culture can play in transforming lives.
- Events and projects include Made in Halton (small grants commissioning local artists work), Halton Make Fest, Harmony Halton (Music weekender in grass roots venues), Bridge Festival (Outdoor Arts & Parade on the SJB), North West Vintage Rally (with new Steampunk attraction).

We would like to offer opportunities for corporate sponsors to get involved, through:

- Creating more connected communities and celebrating young talent.
- Improving health and wellbeing, developing skills and creating social connections.
- Increase links to your local community - engaging existing and new customers or raising the profile of your CSR agenda and how you give back to make a difference.
- Improve staff morale by creating opportunities for them to get involved in a local initiative and taking part in creating positive experiences for their local community.

The Ask: there are 3 levels of investment on offer:

£5k – Gold Sponsor

£2.5k – Silver Sponsor

£1k – Bronze Sponsor

Branding opportunities – for your investment you would receive:

- Logo, credit and link on Halton's Borough of Culture website – www.celebratehalton.gov.uk
- Halton Borough Council produced news items, case studies and digital content to be shared on own channels.
- Credit in press releases with agreed wording.
- Logos on 'supporters bar' on print posters and banners.
- Opportunity for a stand at key events
- A feel good factor of supporting and connecting with the local community through culture.
- VIP invitations and meet the artist opportunities

Benefit Packages

- o Gold sponsor: highest level of brand exposure. Limited to 4 companies.
- o Silver sponsor: lead sponsor for one of our key events or new commissions
- o Bronze sponsor: your choice of event, including VIP attendance and artist meet-and-greets if appropriate

There may be some opportunities to offer in-kind support, such as volunteering staff time to support key events, loan of industrial artefacts, fundraisers.

For more information about the programme for the year visit:

www.celebratehalton.co.uk. For further information about Borough of Culture or to register your interest in providing sponsorship, contact steph.davies@halton.gov.uk, 0151 511 7960

We look forward to working with you to make Halton's Borough of Culture year a success!



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION