

Cumbria Police Authority

Communities, Equality & Diversity Committee

14 May 2010

Agenda Item No 4

Cumbria Newspapers Associate Sponsorship - Brief

Report by Chief Executive

Background

On the 20th April 2010, a task and finish group was formed to look at the opportunities to raise the profile of the work of the Police Authority and improve the knowledge of the work undertaken by the Authority. Joke Maes, Patrick Everingham, and Joanne Thornborrow met with representatives from CFM Radio, and Cumbria Newspapers Group (CN) Group to explore the opportunities available.

Following of from this initial meeting, preference was given to the CN sponsorship package. An Associate sponsorship package was available.

Detail

Cumbria Police Authority has been offered the opportunity to become the associate sponsor for the CN Group Community Awards Ceremony previously sponsored by Cumbria County Council. CN group will run an extensive advertising campaign, the awards themselves, are designed to honour the people who put effort and time into a huge variety of organisations, groups and events. Categories last year included Safer Communities, Stronger Communities, Young Volunteer of the Year, Volunteer of the Year, Active Older People, Active Communities and Children and young people.

Media Coverage

The Media campaign is crucial to the whole project, raising awareness of the awards will encourage nominations, and contribute towards the success of the awards ceremony. The Media Plan will be to run regular editorials, launching approximately three months prior to the event, the paper/online coverage will begin when the event is officially launched in July 2010, and will continue until the post event coverage at the end of November 2010.

The Awards Ceremony Supplement has County coverage, and is distributed in the Cumberland News, Whitehaven News, Times & Star, and North West Evening Mail.

- Readership (220,198)
- On line Audience (670,385)

Within the coverage Cumbria Police Authority will receive branding on the front cover and throughout the advertising campaign, including one full page colour advertisement, along with 250 words of editorial next to the chosen award.

Additional Coverage Prior to the Event

- Logos and branding on all editorial coverage of the event within the print and on line on a regular basis from the event launch in July through to the end of October.
- Logos and branding on all adverts for the event within print and on line on a regular basis from the event launch in July 2010, through to the end of October 2010.
- Two individual editorial articles (250 words in each), placed in all newspapers on two separate occasions.
- Lead logo branding on all e-mail marketing documents
- Lead logo branding on event websites, plus a message from the sponsor on the web page (250 words), placed in all newspapers on two separate occasions.
- Lead logo branding on all e-mail marketing documents.
- Lead logo branding on event websites plus a message from the sponsor on the webpage (250 words)

At The Event

- Two complimentary tables (16 places) at the dinner table to be hosted by the sponsor's Chairman or Chief Executive.
- Sponsorship of a chosen award
- Presentation of an award
- The Police Authority logo will appear on the front cover of the event programme, with an opportunity to insert a personal message within the event table brochure
- 250 word editorial in the pre- event supplement
- Full page colour advertisement in the pre-event supplement opposite the editorial page
- Video coverage – interview with Chief Executive or Police Authority Chair
- Opportunity to be included in the judging panel.
- Cumbria Police Authority branding will be on all printed materials produced for the event – guest information sheets, invitations, banners, presentations, tables, and brochures.

Cost

The total cost for the associate sponsorship is **£12,500**, if agreement is reached to proceed, this will be deducted from the Community Engagement Officers Budget.

Stuart Edwards
Acting Chief Executive

10 May 2010

Contact Details: - Joanne Thornborrow Community Engagement Officer