

On yer bike!

Our summer of cycling

Corporate Sponsorship Pack





‘On yer bike! Our summer of cycling’ Exhibition at Market Hall Museum, Warwick!

The Birmingham 2022 Commonwealth Games is coming to Warwickshire in July 2022!

We are absolutely delighted to announce that we will be celebrating the Commonwealth Games Cycling coming to Warwickshire with the ***On yer bike! Our summer of cycling*** exhibition at Market Hall Museum in Warwick.

The exhibition will **open on Saturday 2nd July 2022** and will run for **4 months** through to **Saturday 29th October 2022**.

“Approximately 160 cyclists from across the Commonwealth will take part in the men’s and women’s Road Race events. St Nicholas Park, set in 64 acres of stunning landscape with views of the world-famous Warwick Castle, will provide a picturesque backdrop for the two races.

Spectators will be able to line the [route] of... the...Road Race, giving local people and visitors... a fabulous opportunity to view the drama of the [race as it unfolds].”

<https://www.birmingham2022.com/news/blog/road-cycling-venues-announced/>

Market Hall Museum was built in 1670 on the site of Warwick’s traditional market, and is in the centre of Warwick, next to the square. During the two weeks of the Commonwealth Games it is anticipated that there will be an ancillary **live site in Market Square, Warwick** with a **large screen** showing coverage of the Commonwealth Games.

We will also be hosting an event in the gardens at **St John’s House Museum** on **Sunday 7th August**, which is **on the route of the men’s and women’s Road Race events**.

We would love for you to come on board as sponsors of the exhibition and are looking forward to working with you.

Sponsorship Brief

Introduction: 'On yer bike! Our summer of cycling' Exhibition

Summer 2022 will see Heritage and Culture Warwickshire (HCW) host a Cycling exhibition to coincide with Warwick hosting the 2022 Commonwealth Games Cycling Road Race. The exhibition will run from **Saturday 2nd July to Saturday 29th October 2022**. We are excited about the **stories- old and new**, that can be brought out within the exhibition, and the interest that will be generated through the **Commonwealth Games Cycling event** taking place so close by.

We are looking to display a few **star cycles**, from a **boneshaker** to a **chopper**, to demonstrate the **early advances and development in cycling**. We will be showcasing the unusual and downright **wacky elements of cycling and transport history** and we are also keen to illustrate **STEM learning** to a family audience through this exhibition. How does a bike even stay up? Let's find out!

In addition to the exhibition, there will be a **programme of community engagement activities** that will allow **people of all ages** to learn about the story of **cycling and its connections to Warwickshire**.

Sponsorship Information

We are getting in touch with organisations to discuss how you might like to support and get involved with this high-profile exhibition, and we would love for you to be a part of it.

Sponsorship Options

Headline Sponsorship: £7,500

Headline Sponsor of the Exhibition and a large exhibition case:

Ground Floor Gallery, 'Made Here' case: **The early story of cycling. It is fun and unexpected!**

In return HCW will offer your organisation:

1. A personal 30- minute tour of the exhibition at Market Hall Museum by a Curator, for up to 10 people.*
2. Acknowledgement as Headline Sponsor on all exhibition marketing collateral.
3. Your company's branding in the specified case.
4. Invitation to the VIP launch for up to six guests.*
5. Verbal company name check as Headline Sponsor of the exhibition during VIP launch speech.*
6. Company logo on banners at St John's House event on Sunday 7th August (between 20,000 – 40,000 people estimated to be in Warwick to watch the men's and women's cycling Road Race events), plus company stall/presence if appropriate.

Sponsorship Band 2: £3,500

Sponsor a large exhibition case:

Ground Floor Gallery, 'Getting Here' case: The nuts and bolts of cycling. How does it work?

In return HCW will offer your organisation:

1. Acknowledgement on all exhibition marketing collateral.
2. Your company's branding in the specified case.
3. Invitation to the VIP launch for four guests.*
4. Verbal company name check as an exhibition sponsor during VIP launch speech.*
5. Company logo on banners at St John's House event on Sunday 7th August (between 20,000 – 40,000 people estimated to be in Warwick to watch the men's and women's cycling Road Race events), plus company stall/presence if appropriate.

Sponsorship Band 3: £1,500

Sponsor a small exhibition case:

Ground Floor Gallery, End of the 'Living Here' case: My first bike!

In return HCW will offer your organisation:

1. Acknowledgement on all exhibition marketing collateral.
2. Your company's branding in the specified case.
3. Invitation to the VIP launch for four guests. *
4. Verbal company name check as an exhibition sponsor during VIP launch speech.*
5. Company logo on banners at St John's House event on Sunday 7th August (between 20,000 – 40,000 people estimated to be in Warwick to watch the men's and women's cycling Road Race events), plus company stall/presence if appropriate.

*Please note all onsite events will be subject to Covid-19 guidelines at that time. Sponsors will be notified, and we will work with you to agree alternative arrangements if required.

One-off Donation:

If a formal sponsorship package is not appropriate for your company, then please consider making a one-off donation to support our work. By making a donation of £100 or above, the donor receives acknowledgement on exhibition marketing collateral. Your donations will also help to support the delivery of the Community Engagement Programme.

Why sponsor this event?

HCW has an excellent track record of engaging the local community, and also wider audiences, with their local arts and heritage. The location of the museum, in the heart of Warwick, offers the perfect backdrop for a high-profile exhibition of this kind. The exhibition will run for 4 months to ensure as many people can visit safely and to maintain maximum exposure for our sponsors.

For your organisation, sponsorship is an avenue of marketing that can have many benefits. This is particularly the case with a high-profile public exhibition, and is an opportunity for you to build brand awareness within the local community, engage new audiences, and share your CSR values. As a result, your sponsorship will boost the event, enabling more visitors to engage with the collection, celebrate a love of cycling, and have fun.

- Opportunity to build brand awareness within the local community and with new audiences
- Online presence includes social media, and the HCW and Our Warwickshire websites
- Town centre exposure
- Engagement with other local organisations and stakeholders
- Marketing and PR with logo acknowledgement on event marketing collateral
- Associated with a trusted local organisation and brand
- Be associated with Warwickshire's role in the Birmingham 2022 Commonwealth Games – a global mega event

Key HCW stats (prior to Covid-19):

- Market Hall Museum welcomed almost 80,000 visitors each year.
- The summer of 2019, Market Hall Museum hosted a small Space Exhibition "To the moon and beyond" with an associated programme of activities. It ran for six weeks, with over 31,000 visitors during this period.
- The fundraising campaign for our current exhibition *Healey: Cars for Speed and Glamour* generated significant press interest with coverage in all local media, as well as live interviews on BBC Midlands Today and BBC CWR.
- HCW's social media followers:
 - o Twitter accounts have over 9,600
 - o Facebook accounts have 5,000
 - o Instagram just over 1,200

o HCW's accounts are also linked to Warwickshire County Council's Twitter and Facebook accounts, with over 13,000 and 4,000 followers respectively

- The HCW monthly newsletter is distributed to over 2000 people
- In 2019, HCW managed a successful fundraising campaign to purchase a Roman Hoard that had been found locally. The high-profile campaign generated worldwide press, social media and local radio coverage, resulting in a sizable donation from America.
<https://www.bbc.co.uk/news/uk-england-coventry-warwickshire-47963547>
- In 2017 Touch FM ran a live broadcast on site when Market Hall Museum re-opened to the public following its £1.5m refurbishment. BBC CWR also broadcast live during the celebration week.

Post-Covid-19

The HCW team were quick to respond and develop activities during the pandemic which were shared on the HCW website and our social media channels. As a result, during lockdown, over 1,100,000 people actively engaged in HCW's social media posts.

This increased focus on digital and social media communications has led to a huge long-term increase in the number of social media followers and reach.

HCW social media followers November 2021, 19,680 as follows:

- **Facebook 6,965**
- **Twitter 10,943**
- **Instagram 1,772**

Between April 2020 and March 2021 we **posted over 7,000 times with in excess of 3.6 million impressions.**

Many thanks for your interest in Heritage & Culture Warwickshire, we look forward to hearing from you.

If you would like to find out more details about the exhibition's sponsorship opportunities, please contact Development Officer **Nikki McGavin** email: nikkimcgavin@warwickshire.gov.uk or telephone: **01926 736420**

Photo credit on front page Kasia Niewiadoma, in the race leader's green jersey, rides through Warwick with the peloton during stage 3 of the 2017 Women's Tour, by Geof Sheppard, licenced under a Creative Commons Attribution-Share Alike 4.0 International license