

Lichfield  
district council

Brand Promotion Opportunities  
Summer 2023

The Knife Angel Installation

July 2023



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# Sponsorship and Advertising Opportunities

**We have some exciting opportunities for businesses across the district and beyond; to raise their profile, share brand and sales messages and to support some amazing community events.**

**We will be sharing opportunities as they arise but to start with on our website but this is a fantastic campaign to be associated with.**

**Check out the options currently available in the following pages and get in touch if you are interested in discussing any of them with us.**

**Please note: all prices quoted are exclusive of vat and sponsorship is allocated on a first come-first paid basis for suitable organisations.**

**Lichfield**  
district council

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# Knife Angel Installation Sponsorship July 2023



# The Knife Angel - Lichfield

July 2023



Lichfield District Council is working in partnership with The British Ironworks Centre to bring the renowned Knife Angel sculpture to Lichfield during July 2023.

Created by sculptor Alfie Bradley in conjunction with the British Ironwork Centre, the Knife Angel has been created from 100,000 seized blades collected by 43 police constabularies.

The sculpture is multi-purpose, helping to educate communities about the negative impacts of knife crime whilst also acting as a poignant memorial to those who have lost their lives to knife crime.

During its visit, young people will be encouraged to sign up as Anti-Violence Ambassadors.

The Knife Angel will be located on in Lichfield city centre between Saturday 1 July and Monday 31 July 2023.

There will be an opening ceremony to welcome the angel and a torchlit ceremony will be held at the end of the month to signal the closing of the event.

# The Knife Angel - Lichfield

## Opportunities

### You could be the Hero Sponsor

- Logo and link in primary position on the event website
- Advertising banner in front of the installation
- Article and your web link on residents newsletters relating to the event - reaching circa 30k people
- Article and link on business bulletins relating to the event - sent to over 1400 local businesses
- Social media posts - 1 per week including your brand link, reaching around 20k people
- Page inclusion in the digital brochure sent out to thousands of businesses and individuals across the region
- Page inclusion in the City Life magazine in support of the Knife Angel event
- Page inclusion in the Lichfield Advertiser magazine in support of the Knife Angel event

**All of this for only £4k exc vat**

# The Knife Angel - Lichfield

## Opportunities

### **Associate Sponsors x 2** **£1500 exc vat**

These are fantastic opportunities to raise your business profile and includes:

- Your logo and link to your website on the event website
- Advertising banner immediately adjacent to the installations
- Your weblink on residents newsletters relating to the event - send to over 30k people across the district
- Your weblink on business bulletins relating to the event - send to over 1400 businesses across the district
- 1social post per week including your weblink - reaching nearly 20k people

### **Banner advertisement around the installation** **£250 exc vat**

Only 20 available - 2m x 1m banner in full colour

### **Full page advert in the digital brochure** **£75 exc vat**

Distributed to all contacts - over 50k people

### **Bin sponsor** **£50 exc vat**

Only 20 available - 2m x 1m banner in full colour

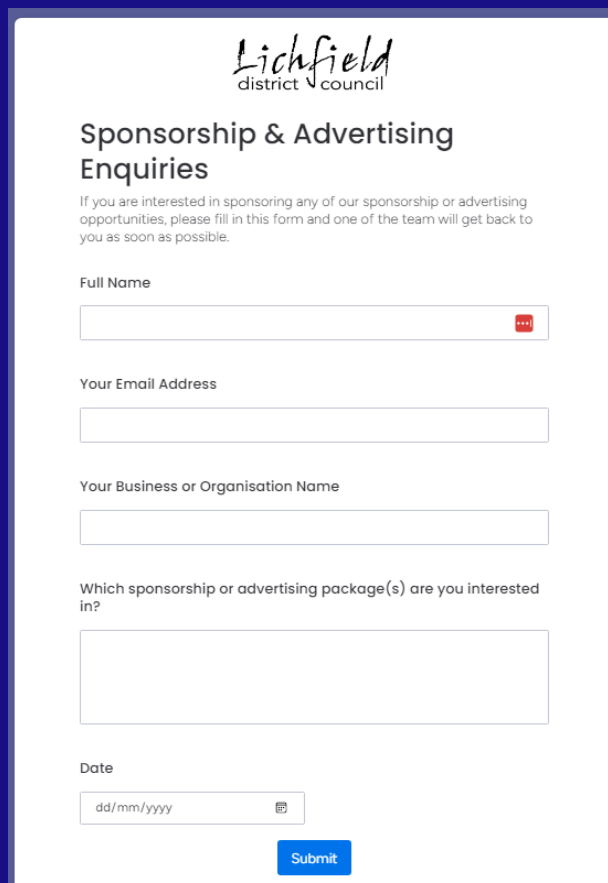
### **Poetry Competition Sponsorship** **£1000 per category**

Three available - Under 10s, Under 18s and Adult

**If you are interested in any of these opportunities you can complete this form and one of the team will be in touch with you as soon as possible.**

**Or you can call us on 01543 308822 or email [communications@lichfielddc.gov.uk](mailto:communications@lichfielddc.gov.uk)**

**We look forward to talking with you.**



The image shows a screenshot of a web form titled "Sponsorship & Advertising Enquiries" from Lichfield District Council. The form is white with a blue border and contains the following elements:

- Logo:** Lichfield district council
- Section Header:** Sponsorship & Advertising Enquiries
- Introductory Text:** "If you are interested in sponsoring any of our sponsorship or advertising opportunities, please fill in this form and one of the team will get back to you as soon as possible."
- Form Fields:**
  - Full Name:** A text input field with a red "x" icon on the right.
  - Your Email Address:** A text input field.
  - Your Business or Organisation Name:** A text input field.
  - Which sponsorship or advertising package(s) are you interested in?:** A large text area for input.
  - Date:** A date input field with a calendar icon and the placeholder "dd/mm/yyyy".
- Submit Button:** A blue button labeled "Submit".