

Northampton Borough Council Overview and Scrutiny



Overview and Scrutiny Committee

Monday, 7 April 2014

Briefing Note: Raising sponsorship to offset cost of NBC events conditions

Introduction

As part of the budget proposals for 2014/15 a target for attracting sponsorship to offset the cost of NBC Events has been proposed. This briefing note has been prepared following a request from the Overview and Scrutiny Committee for an update on how successful the raising of sponsorship has been to date.

Background

Northampton Borough Council have attempted to secure third party financial support for events but it has been a challenging task, probably due to the difficult economic climate that currently prevails.

To maximise income from the commercial sector it is important that any interaction with them takes into account, as far as possible, their needs from the association and demonstrate a clear return on investment for them.

Sponsorship received during 13/14

In-kind support was received for the Beer Festival in May whereby volunteers were used to staff elements of the event.

Sponsorship of £7,500 was received from the Town Centre BID towards the cost of the Waterside Event in July.

Sponsorship of £1400 was received from Barclays towards International Coming Out Day in October 2013.

£5000 was received from the Community Foundation Award towards the Diwali Celebrations in November 2013.

Sponsorship of £18,000 was received from the Town Centre BID towards the cost of the Christmas Celebrations 2013 including the Christmas Tree lights and light switch-on.

Heart FM and the Royal and Derngate both provided in-kind support as did other partners towards the Christmas Celebrations

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In total actual financial sponsorship received totalled £ 31,900 for the period April to December 2013.

In-kind support is difficult to quantify in financial terms but included volunteers at the Beer Festival in May 13 and support from a wide range of partners for the many events held during 2013.

2014/15 Budget Proposal

The Events team are currently in active discussions with the University of Northampton as part of a partnership to offer experience to Events Management Students to work at NBC Events. This partnership also offers the opportunity to actively seek sponsorship for these events and a package is currently being drawn up for potential sponsors. This agreement will be on a commission only basis so that the cost of attracting sponsorship is paid directly from the sponsorship received therefore avoiding additional revenue cost. The approach to income generation will be in a very targeted manner. Details of sponsorship or marketing opportunities will be distributed and social media will also be used as part of the income generation strategy. The Communications Team will be fully engaged to ensure appropriateness and consistency of message.

A joined up approach has been adopted with the Museum Service and the Facilities Management team to ensure that the identification and securing of sponsorship or support is co-ordinated and reflects the joint income targets across all areas of the Customer and Communities Directorate.

2014 is a special year for Northampton with a number of significant local and national anniversaries to mark. Unique marketing or sponsorship opportunities can therefore be offered with a view to building relationships with sponsors which can be ongoing.

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