

1620—2020  
*Mayflower*  
400™

Steering our future,  
inspired by the past.



Sponsorship and  
Commercial Opportunities

#Getonboard2020

## About Mayflower 400

**2020 marks the 400th anniversary of the sailing of the Mayflower from Plymouth UK to Plymouth Massachusetts.**

This is a unique opportunity to commemorate the legacy of the passengers and crew who undertook the journey and to highlight their stories and heritage, which is embedded in communities across the UK, US, the Netherlands and the Wampanoag Nation.

Mayflower 400 champions the values of freedom, humanity, imagination and the future that informed the original journey, and which continue to be articulated in the special relationship between the UK, US and Netherlands.

At the same time, the commemoration will recognise the impact of the Mayflower's journey on Native American communities and address themes of colonialism and migration, providing an accurate, inclusive account of the Mayflower's legacy.

Together, we will draw inspiration from our past to steer our future – from now, to 2020 and for generations to come.

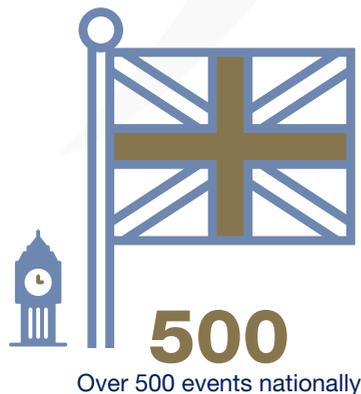


Illuminate and Thanksgiving Parade, Plymouth, UK

## Why?

This landmark anniversary offers a unique opportunity to enter into a 2 year sponsorship programme from November 2018 to November 2020.

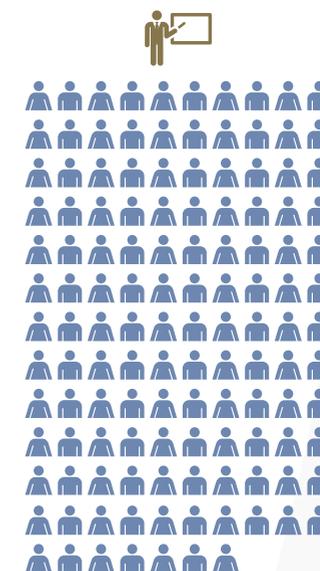
If you want to increase your revenue, build customer loyalty and brand awareness and/or improve your corporate social impact then Mayflower 400 could be the vehicle for your organisation. **Backed by government, lottery funding and YOU!**



**1.7 million**  
We will attract an additional 1.7 million visitor trips



**£104m**  
Expected to generate an economic uplift of £104m



**127,000**  
Targeting 940 schools across the partnership totalling around 127,000 students

## Key events include:

- Nov 2019** Illuminate: Mayflower 400 Opening
- March 2020** Launch of Plymouth's £3m heritage trails
- April 2020** Opening of The Box including Plymouth's Mayflower 400; Legend and legacy Exhibition
- May 2020** Festival of Sail including the TRANSAT, OSTAR and TWOSTAR races
- May 2020** Plymouth Pirates Weekend
- June 2020** Plymouth Flavour Fest
- July 2020** Mayflower 400 Music Festival
- Aug 2020** British Fireworks Championships
- Sept 2020** The Mayflower 400 Ceremony and Military Muster Weekend
- Sept 2020** Marine Tech Expo
- Sept 2020** The Seafood Festival
- Nov 2020** Illuminate: Mayflower 400 Closing

In addition we have a full programme of cultural, education, sport, tourism and faith based events; alongside a volunteering programme that will support all aspects of Mayflower 400.

For more information on individual key events please contact Abigail Nectcott on **01752 307878** or email **[Abigail.netcott@plymouth.gov.uk](mailto:Abigail.netcott@plymouth.gov.uk)**



## Sponsorship & Commercial Opportunities

### Founder Sponsor (category exclusivity available) – Plymouth £30k

This package identifies your company as an official title partner for Plymouth based activity, receiving maximum promotion and exposure and many other benefits, alongside the national and international sponsors.

- Recognition on Plymouth section of Mayflower 400 website (logo and web link)



- Exclusive VIP invitations to pre 2020 signature events in the city (10 places)
- Recognition at all lead-up events in Plymouth as founder sponsor
- Rights to use logo on your website/collateral
- Recognition in all Mayflower 400 Plymouth printed materials as founder sponsor

- Tickets to Plymouth's Mayflower 400 lead up and signature events
- Exclusive corporate hospitality at Plymouth's Mayflower 400 signature events
- Invites to key dinners and networking events
- Advertorial in Mayflower 400 e-newsletter (image and web link x 4 p.a.)



- 1 x monthly Mayflower 400 web advert on theme page (x 4 p.a.)
- Framed Mayflower 400 certificate as founder sponsor
- Social media mentions (min x 10 as part of the annual programme)
- Mayflower 400 merchandise



### Plymouth Sponsor £10k/Plymouth Supplier £10k in kind

This package recognises your company as a local sponsor for Plymouth based activity, receiving key promotion and benefits for specified events in the city.

The in kind package recognises that your company is able to provide a service or resources to the value of £10K per annum in support of Plymouth based activity, and offers the same promotion and benefits as a cash sponsor.

- Recognition on Plymouth section Mayflower 400 website (logo and web link)
- Invitations to pre 2020 signature events in the city (8 places p.a.)
- Rights to use logo on you website/collateral
- Recognition in all Mayflower 400 Plymouth printed materials as local sponsor
- Corporate Hospitality invites at Plymouth's Mayflower 400 signature events
- Advertorial in Mayflower 400 e-newsletter (image and web link x 2 p.a.)
- 1 x monthly Mayflower 400 web advert on theme page (x 2 p.a.)
- Framed Mayflower 400 certificate as local sponsor
- Social media mentions (min x 6 as part of the annual programme)
- Mayflower 400 merchandise



## Sponsorship & Commercial Opportunities (cont)

### Local Media Partner

£5k

Your company will be recognised as an official media sponsor, offering priority status for attendance and access to interview/photographic opportunities at key Plymouth events.

- Recognition on Mayflower 400 website (logo and web link)
- Invitations to pre 2020 events (4 places)
- Recognition at all lead-up events (listings)
- Rights to use logo on you website/ collateral
- Recognition in all Mayflower 400 printed materials
- Access to signature/VIP events
- Advertorial in Mayflower 400 e-newsletter (image and web link x 1 p.a.)
- 1 x monthly Mayflower 400 web advert on theme page (x 2 p.a.)
- Framed Mayflower 400 certificate as media sponsor
- Mayflower 400 merchandise



### Friend of Mayflower 400 Sponsor

£1k

Your company will be recognised as a local partner, offering promotion and benefits across specific Plymouth events.

- Recognition on Mayflower 400 website (listing only)
- Rights to use logo on you website/ collateral
- Recognition in all Mayflower 400 printed materials (listing only)
- Advertorial in Mayflower 400 e-newsletter (image and web link x 1 only)
- Framed Mayflower 400 certificate as Friend of Mayflower
- Social media mentions (min x 1 as part of the annual programme)
- Mayflower 400 merchandise



## Education – Bespoke Sponsorship

### Mayflower 400 citizenship project

Headline sponsorship of the **'I am Plymouth'** event, reaching every school in the city, the youth parliament, MP's and council leaders. This will lead to the creation of a 2020 Compact, setting out a series of values we should aspire to as a city through 2020 and beyond.

#### Plus opportunities to sponsor:

- CaterEd's special thanksgiving week meals
- The Mayflower Anthology
- The Young City Laureate competition



## Culture – Bespoke Sponsorship

A game changing year of over 400 events. A chance to explore the contemporary relevance of Mayflower 400 and connect with communities.

#### Examples:

- The Atlantic Project (international public art festival)
- Music Festival
- Music/Street Theatre Events
- Illuminate

**Many more...** smaller scale cultural projects and initiatives!



## Sport – Bespoke Sponsorship

Delivered by Argyle Community Trust, who have an exceptional track record of community engagement.

- £10k p/a Community Sports Fund for local organisations to run their own Mayflower activity
- The Mayflower Sports Week, supported by Plymouth Argyle, Plymouth Raiders and Plymouth Albion, incorporating a range of activities to get young people involved in sports
- A nationally aligned sports offer, with cross-partnership events in development
- Engagement with the health and wellbeing sector, helping to create a healthier city through to 2020 and beyond



## Volunteering – Official Kit Sponsor 40k

**Aim:** 100,000 hours of volunteering in support of the Mayflower programme over 4 strands, providing an in-kind value of over £1m.

**Mayflower Makers:** over 400 volunteers to act as ambassadors for the programme and support key activity.

**Youth Social Action:** in partnership with Argyle Community Trust and the NCS scheme, the Social Action work stream will provide a forum for young

people to engage in Mayflower and raise awareness amongst their peers.

**Make a Difference for Mayflower:** businesses signing up to deliver time helping prepare the city for 2020.

**Adopt a Space:** targeted business volunteering, focusing on a major uplift to the Embankment and supporting Street Factory in creating the UK's first dedicated Hip Hop theatre.



## Illuminate

Illuminate is a spectacular light based festival that will open and close the Mayflower 400 commemorative year, linking partners across the UK and internationally.

In November 2018 & 19, Illuminate Light Festival will provide a powerful immersive experience, offering audiences beautiful projection mapping, joyous performances and myriad of opportunities to engage, participate and make.

Created by artists, technologists, designers, architects, performers, children and young people, the light works will respond to the core values of Mayflower 400: Freedom, Humanity, Imagination and Future.

Plymouth is a city of incredibly talented makers and a vibrant and growing cultural scene, with a plethora of creative opportunities.

Made in Plymouth was established by the University of Plymouth, Plymouth College of Art, the Real Ideas Organisation and Plymouth Culture, in response to the city's growing creative and digital sector, to celebrate local talent and to create collaborative cultural experiences and opportunities that develop and recognise talent.



### Partnership levels and benefits

#### Title Partner (£25,000-£30,000)

- Branding across all marketing named as title sponsor
- Logo on Illuminate website main page and partner page
- Regular social media mentions and messages in lead up to event
- Corporate hospitality opportunities linked to Ocean Studios/event
- 10 tickets to launch event

#### Location/Area Partner (£5,000-£7,000)

- Branding on banner/signage linked to chosen location
- Name on Illuminate website partner page
- Social media messages linked to event locations
- Logo on screen at launch event
- 2 tickets to launch event

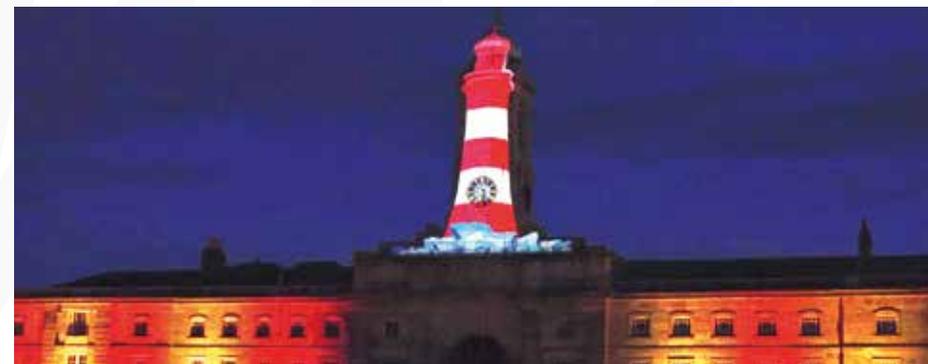
#### Supporting Partner (£1,000-£2,500)

#### Event Partner (£8,000-£10,000)

- Branding on banner/signage on site
- Branding on printed leaflet/programme
- Logo on Illuminate website partner page
- Regular social media messages in lead up to event
- Logo on screen at launch event
- 6 tickets to launch event

- Name on Illuminate website partner page
- Social media message
- Name list on screen at launch event
- 1 ticket to launch event

We are excited about the potential of this event for the city of Plymouth and would welcome further discussions on how you would like to be involved. Contact us to discuss the potential of a bespoke partnership package.



## Mayflower 400 sponsorship

- Grow brand awareness
- Build consumer preference
- Foster brand loyalty
- Drive sales
- Increase reach to target demographic
- Create positive publicity
- Generate new business leads
- Enhance corporate social value



## Contact

All packages can be tailored to your business objectives to ensure the opportunities are relevant, personal and add value to your organisation.

[www.mayflower400uk.org](http://www.mayflower400uk.org)

**Contact us for more information:**

**Abigail Netcott,**

Commercial Manager, Mayflower 400

**E:** [Abigail.netcott@plymouth.gov.uk](mailto:Abigail.netcott@plymouth.gov.uk)

**T:** 01752 307878 / **M:** 07788 325042



If you are already a Plymouth BID member in either the City Centre Company or Plymouth Waterfront Partnership your contributions already help toward the Mayflower 400 commemorative year and we really appreciate this. We'd like to do even more with further financial support!

Special thanks:



Supported by  
**ARTS COUNCIL  
ENGLAND**



**PLYMOUTH  
CULTURE**

