

**Plymouth**  
Britain's Ocean City

presents

1620—2020  
*Mayflower*  
400™

Steering our future,  
informed by the past.



Sponsorship and Commercial  
Opportunities 2020/2021

#Getonboard2020

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## Foreword

### **400 years ago the Mayflower sailed from Plymouth, UK to North America.**

Mayflower 400 will engage audiences to look beyond what they think they know about the history, context and legacy of the Mayflower's voyage, embracing and fore-fronting the challenging aspects, including colonialisation and all it entails.

This will be a Four Nations commemoration, giving equal standing to the Wampanoag, UK, US and Netherlands. It will highlight the untold stories, including and showcasing projects that look at the experiences of different ethnic groups. The programme includes and welcomes projects that explore migration, colonisation and the role of women. Throughout, it values challenge and aspiration, informing our future by looking to our past.

Due to COVID-19, the Mayflower 400 events programme has been pushed back and will now extend into 2021. The revitalised programme will kick off on 16 September 2020 and will culminate with the Mayflower International Festival in July 2021, with a range of events and activities along the way.

This brochure sets out ways that your company can get involved, from becoming an overarching sponsor, to sponsoring a specific event or advertising on our website. We're here to help you make the most of this exciting moment for Plymouth, so please don't hesitate to get in touch and start a conversation.

**Sarah Walters**  
**Commercial Manager**  
**Mayflower 400**  
[sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk)



## Mayflower events **Most of the Mayflower 400 key events have confirmed they**

### **Commemoration Event**

**16th September 2020**

An event for digital viewing will mark the 400 year anniversary of the Mayflower leaving Plymouth. A live element will be linked to the naming of the Mayflower Autonomous Ship and will kick off the renewed events programme



*The Box*

### **The Box**

**Opening Autumn 2020**

Plymouth's flagship cultural visitor attraction, launching with the national exhibition, 'Mayflower 400: Legend and Legacy'

### **Speedwell**

**Autumn 2020**

Speedwell is a large sculpture interrogating the idea of the 'New World', on Plymouth's Mountbatten Breakwater. It will be installed through September, October and November 2020, reflecting the duration of the Mayflower's voyage. It will begin its final phase on the 26th of November with a significant event to mark Thanksgiving / Day of Mourning

### **Illuminate Light Festival**

**Date tbc**

One of the UK's premiere light-based festivals, attracting artists from across the world to Plymouth

### **This Land**

**2021**

In Spring 2021, Theatre Royal Plymouth will stage This Land, their first ever international community production. Created and performed by 120 citizens of Plymouth, UK and 30 members of the Native American Wampanoag Tribe from Massachusetts, USA. With text by Nick Stimson and songs written and performed by Seth Lakeman

### **Mayflower Ocean Festival**

**May 2021**

A week of activities to get all of the family on the water, also featuring the OSTAR race and finishing with Plymouth Pirate's Weekend

### **Roots Up! by Street Factory**

**22 May 2021**

Take part in a free, mass street dance reaching from The Barbican to The Hoe

### **Some Call it Home**

**Spring 2021**

A provocative new multi-media music drama that brings conflicting perspectives of our uneasy relationship with the land – our home, our planet, to The Lyric stage at Theatre Royal Plymouth. It is a hard-hitting work of art which combines music, drama, video, and the words of major historical figures to bring its story to life

will be rescheduling into 2021.

**Mayflower Sports Week**  
*Spring 2021*

In association with Plymouth Argyle, Plymouth Albion and Plymouth Raiders, giving thousands of young people the chance to get on the pitch at their favourite clubs

**The 400, by Le Navet Bete**  
*June 2021*

A comedy take on the special relationship between the US and UK at the Theatre Royal Plymouth. Expect 400 years of history in 100 minutes, from the West Country to Wild West, and the Barbican to Boston

**Mayflower International Festival**  
*July 2021*

Plymouth's headline Mayflower event, and an internationally important commemoration of the Mayflower's legacy involving the UK, US, Netherlands and Wampanoag nation. Alongside a major 4 nations civic ceremony, the festival will include the 1000 voice choir, the Royal Marines Rehabilitation Triathlon and the Mayflower Muster, celebrating Plymouth's exceptional Naval heritage

**Plymouth Pride**  
*August 2021*

Events leading up to the main Pride Festival will explore the Mayflower 400 themes of freedom, humanity, immigration and the future

**The Hatchling, by Trigger**  
*Summer 2021*

A spectacular, free live event across a memorable weekend, culminating in an unforgettable finale

**Wampum: Stories from the Shells of Native America**  
*2021*

A traditional belt, newly created by the Native American Wampanoag Tribe will feature as a touring exhibition in venues across the UK

**The Elephant in the Room, by Beyond Face**  
*Spring 2021*

This is a theatrical film that explores 6 characters, each representing a significant human value. Throughout the film they debate the complexities of living in a white space world. Constantly being interrupted by that external voice, the system. The film delves into the barriers that each of these characters experience and how it is so important for you to see them as how they see themselves

**Mayflower 400 Community Sparks Fund Projects**  
*2020-2021*

Over 60 events run by communities across the city. Many of these events are looking for support to take them to the next level and help create sustainable activities that will continue post 2020



*The Hatchling, by Trigger*

## Why should you get on board?

### **Mayflower 400 has an important role to play in Plymouth's recovery from the coronavirus pandemic.**

The events programme is part of Plymouth City Council's Resurgam initiative, which will oversee recovery across all economic areas. Sectors such as tourism, hospitality, arts and culture have been some of the worst affected throughout this crisis, and your business's support can help our local economy to survive and prosper.

Media interest in the programme remains at a high level, following some great features at the start of 2020 in publications such as The Times, The Guardian and the New York Times. We expect national and international interest in Plymouth to continue to grow as the programme progresses, giving your business a platform for association and promotion.

### **Sponsorship benefits include:**

- Growing brand awareness
- Building consumer preference
- Fostering brand loyalty
- Increasing reach to target demographic
- Creating positive publicity
- Generating new business leads
- Enhancing corporate social value

All areas of the programme, from culture, to sport, to education and beyond will benefit from your corporate sponsorship, as many events and delivery partners have been affected by the pandemic, meaning they need additional resources and funding to move their activity to 2021 where they can achieve the greatest impact for Plymouth.

In addition to the opportunities featured here, we are also open to taking on high level national sponsors. Please get in touch for more details if this is of interest.

Please contact **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk) to discuss the best fit for your company.



Mayflower 400 parade

## Mayflower sponsorship

### Local sponsor – Plymouth £10k + VAT

This package recognises your company as a Local Sponsor for Plymouth based activity, giving you access to corporate hospitality at signature events as well as brand promotion through the website and social media. Signature events include Illuminate, the opening of The Box and the Mayflower Ceremony, and any other appropriate VIP invitations.

#### **Benefits:**

- Company profile, logo and web link on Plymouth Sponsors section of Mayflower 400 website
- Rights to use Mayflower 400 lock-up logo on your website / collateral
- Access to VIP corporate hospitality at Plymouth's Mayflower 400 signature events
- Social media mentions – 4 posts across the year as part of an agreed plan
- Mayflower 400 merchandise
- Mayflower 400 certificate as Plymouth Sponsor

### Friend of Mayflower 400 £1k + VAT

Friends of Mayflower support the marketing and promotion of the events programme throughout the year, allowing us to bring the programme to life.

#### **Benefits:**

- Company listing on Supporter section of Mayflower 400 website
- Right to use Friend of Mayflower single logo on website only
- Social media mentions – 1 x welcome mention
- Mayflower 400 merchandise
- Mayflower 400 certificate as Friend of Mayflower 400



*Barbican lights switched-on for Illuminate*

## Individual event sponsorship

### **Speedwell** ***Autumn 2020***

Speedwell is a large sculpture interrogating the idea of the 'New World', on Plymouth's Mountbatten Breakwater. It will be installed through September, October and November 2020, reflecting the duration of the Mayflower's voyage. It will begin its final phase on the 26th of November with a significant event to mark Thanksgiving / Day of Mourning.

***Sponsorship and in kind opportunities available, particularly within the construction sector.***

### **Illuminate Light Festival**

#### ***Date tbc***

Illuminate is a spectacular display of light-based art installations, interactive displays and projections based in Plymouth.

Illuminate 2019 captured the hearts and minds of 50,000 visitors as it transformed three key locations across the city. The first event in the Mayflower 400 year, the festival returned to bring together local, national and international artists to deliver an awe-inspiring experience for visitors of all ages.

***Sponsorship packages start from £1,000 + VAT***

### **Mayflower International Festival** ***July 2021***

The Mayflower International Festival features the major commemoration events that were due to take place in September 2020.

These include the Royal Marines' Rehabilitation Triathlon, the Mayflower Muster and the Mayflower Four Nations Ceremony. They will be a great opportunity to bring the people of Plymouth together, along with our national and international partners, to mark this historic event.

***Sponsorship packages start from £1,500 + VAT***

***Digital packages available from £500 + VAT***

### **The Hatchling, by Trigger**

#### ***August 2021***

The Hatchling is a spectacular theatrical performance that takes over Plymouth City Centre, with an unforgettable finale at the Hoe. The details of the work are currently top secret and under embargo – involving a team of 150 specialists, designers and cutting edge technology. Trigger limited sponsorship packages starting from **£3,000**, which will include a big secret and record breaking reveal for our sponsors. We are in a unique position to offer:

- Increased visibility through sponsor crediting and brand association
- Audience engagement
- Regional, national and international media exposure
- Digital presence and engagement
- Exclusive opportunities for client entertaining
- Community outreach, in line with Corporate Social Responsibility objectives
- Volunteering and staff engagement opportunities

## Plymouth's annual events programme

Sponsorship is also available for Plymouth's annual event series, including the British Fireworks Championships, Plymouth Pirates Weekend, Flavour Fest and the Seafood Festival.

Please contact **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk), in the first instance for more details on any of these individual events, which will be in collaboration with the event delivery partner.



## Adopt a green space

In preparation for Mayflower 400, we want our city to be looking its best, especially around the Hoe and Waterfront areas. With your support, we can brighten up, tidy up and create spaces to be proud of, improving green spaces for the benefit of the local community and visitors.

### *Projects you can get involved in*

- Front garden – using New and Old World planting to provide a four seasons display, with new access, paths and seating
- Peace garden – improve planting across the garden
- West Hoe park – landscape project on beds to include elements of natural play
- Welcome to Plymouth sign – restore sign creating feature visible from land, sea and air
- Lion's Den arts and community project

- Wildflower meadow – to create a new community orchard with a Mayflower apple tree and mix of five others

Your sponsorship can help bring these projects to life.

### **Benefits**

- High footfall year round on the Hoe and Waterfront areas
- Support the maintenance of our green spaces
- Company and logo recognition at adopted green space
- Raise the environmental profile of your company at a local level
- Permanent reminder to passers by

### **Cost**

Each project can have up to two sponsors at **£2.5k + VAT** each, or one sponsor can take the whole site for **£5k + VAT**.

## Sports and wellbeing programme

The Sports and Wellbeing programme is being delivered by Argyle Community Trust and has been reviewed in light of the Mayflower 400 activity extending into 2021.

This programme has always been focused on community engagement and enabling Plymothians to feel part of the commemorations and this is now more important than ever. The Get Active theme will continue with a focus on re-engaging communities with sport, launching in September 2020.

To date, this successful programme has already engaged over 7,000 people and the new programme will continue to build on this. But, we need help from sponsors to cover the additional costs we're facing as a result of Covid to ensure we reach as many people as possible.

### Sponsorship opportunities

#### **Rehabilitation Triathlon SEND event** *(100 SEND children)*

ACT will work alongside the School Sports Partnership to deliver a SEND event for children from our local special schools that enables them to participate in some sport as well as to watch the Rehabilitation Triathlon.

As well as rowing, it is hoped that funds can be raised for some sports simulators to be located on the Hoe for the young people to try.

#### **Mayflower Big Toddle – Central Park Plymouth** *(1200 participants)*

This event is being rearranged for a Sunday in May 2021 and as well as a community fun day theme will have the sponsored Big Toddle as the focal event.



The aim will be to encourage local pre-schools and children's charities to get walkers sponsored. The route will also include stations staffed by Mayflower 400 volunteers that will provide information about the sailing of the Mayflower 400 with some interactive activities to complete.

### **Mayflower 400 Gym Challenge** *(500 participants)*

To support our local health and fitness providers and subject to gyms being open in some capacity in January 2021 we are looking to coordinate a series of competitions between local gyms that get their participants to row, run or cycle distances associated with the Mayflower 400 story. This would involve the use of digital technology to create healthy competition. Events can be run across all age ranges so everyone has the opportunity to participate.

### **Devon Community Games** *(750 participants)*

The Community Games event will be the last participatory event that will close the Mayflower programme, whilst also supporting our involvement in the promotion of the Olympic Games that has been rearranged for July 2021.

Three venues will be chosen where we will organise a series of fun activities ranging from egg and spoon races to throwing the welly, that bring people together to have fun and create a feeling of community wellbeing. One event will take place on the Hoe, with the other two in either Ernesettle, Whiteleigh or St Budeaux.

Sponsorship packages are available at **£1,000 + VAT** – please contact **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk), for more details and benefits.





## Education programme

### **2020 Citizenship Compact Project** *from September 2020*

Every school in Plymouth is being offered the opportunity to take part in the Plymouth 2020 Young People's Compact project, including an exciting Compact event at Theatre Royal Plymouth.

The original Mayflower settlers built a set of rules to live by, called 'the Mayflower Compact'. It is widely believed to be the first document of self-government to exist in the USA.

By taking part in the Compact project, pupils will be able to reflect on what is important to them, as citizens of the 21st Century, how they want to shape their lives and what they believe Plymouth should focus on across the next five years.

Each school will bring their nine compact statements to the City Youth Council, who will vote in the overall top nine statements for our City Schools 2020 Compact.

The Compact will then be launched and signed at an event at the Theatre Royal Plymouth, inviting representatives from each participating school and senior civic dignitaries.

If you are interested in sponsoring this programme, please get in touch with **Sarah Walters**,  
[sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk).

### **STEM programme**

A fun-packed STEM programme will continue into 2021, including a Mayflower themed annual Cardboard Boat Race in September 2020.

Please contact **Tina Brinkworth**,  
[tina.brinkworth@plymouth.gov.uk](mailto:tina.brinkworth@plymouth.gov.uk) for full sponsorship details.



## Mayflower Makers, Community Sparks and Suppliers

**We have already trained over 200 Mayflower Makers, who have been out in force supporting previous Mayflower events.**

These volunteers will play a key part in delivery of our events programme, by raising awareness and helping others to participate in Mayflower 400, as well as supporting events and wider activity to help make sure everyone has a great experience of Plymouth.

The Mayflower Makers kit, which each volunteer will receive, is sponsored by Plymouth Citybus, and there is scope for further sponsors to support the delivery of the programme. Please get in touch for more details.

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### Join our family of Mayflower 400 suppliers

If you are a local supplier, your products could feature the Mayflower 400 logo under a licensing deal, starting from **£500 + VAT** depending on your company turnover.

By purchasing the rights to use the logo, you would benefit from associated branding and promotion through the Mayflower 400 channels, locally, nationally and internationally.

Please get in touch with **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk) for more details.

### Community Sparks

The Mayflower 400 Community Sparks Fund awarded funding to 60 projects to be delivered in local communities across Plymouth. Due to the postponement of events, some projects are looking to attract extra funding that will make all the difference.

**Art, Craft and Laughter** would like to facilitate people struggling with their emotional health to decorate a sail for the vintage sailing vessel Tectona. Financial support will enable a group of clients from mental health organisations around the city to go on a week's sail together to raise awareness about mental health issues and the amazing support we have in Plymouth.

**Mayflower Our Voice** is honouring the important reconciliation work being done in Canada. Funding will support an exhibition, talks and workshops around the experience of First Nations people.

**Transforming Plymouth Together** is raising money for a faith-based digital production for Plymouth schools.

**This is US!** Is a circus-themed celebratory event for people in the city with learning disabilities, autism and physical disabilities. This 'Respect' style event is seeking financial support and is focused on celebrating difference.

Please get in touch for details on individual sponsorship opportunities – **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk).

## Website advertising

**Mayflower400UK.org is the official website for Mayflower 400 UK activity.**

### *The website features:*

- Destinations on the national trail including listing things to do and places to stay
- Mayflower tours and trips on sale via tour operators, tour guides etc.
- The national year-long programme of events and cultural activity
- Travel trade tool kit for tour operators; including itineraries, videos and images
- National Mayflower 400 news stories and content for media enquiries
- Opportunities for volunteers across the national partnership

### **Website audience**

- 25,000 average sessions per month
- 20,000 unique users per month

- 44% of the users are from the UK
- 40% of the users are from the US
- 4% of the users are from the Netherlands
- Remaining 16% from Germany, Canada, Australia, France and China

### **Banner advertising opportunities**

720x90 pixels

Banner adverts available on Visit pages, Travel Trade, Tours on sale, About Mayflower and individual event pages.

### **Cost**

**3 months – £150 + VAT**

**6 months – £275 + VAT**

**9 months – £395 + VAT**

**12 months – £500 + VAT**

Please contact **Sarah Walters**, [sarah.walters@plymouth.gov.uk](mailto:sarah.walters@plymouth.gov.uk) for more details.



# 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:**

**Sarah Walters**

Commercial Manager, Mayflower 400

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