

Love Cambridge Christmas Parade Needs A Sponsor

What is the Parade?

Over the last 3 years Love Cambridge and City Centre Management have worked with Sygma Events to deliver a Christmas Parade which has developed into one of the highlights of the Big Switch On itself. The Parade has now become an integral part of Cambridge at Christmas drawing in an audience of thousands and involving a broad range of community organisations. The Parade starts in Burleigh Street, weaves its way through the historic city and finishes in the Market Square in time for the Big Switch On at 5pm.

This year there is a risk that without sponsorship this great event will not take place. Significant costs are involved to ensure the safe management of this event in the City at what is an incredibly busy time of year. Love Cambridge is therefore urgently asking businesses in Cambridge for their help. The Parade is a fantastic opportunity for any business that wants to promote their brand to a large audience as a fundamental part of Cambridge at Christmas.

What are the benefits of being a sponsor?

There are many benefits of being the parade sponsor which are as follows:

- The chance to have your logo on all promotional materials mentioning the parade – including the mini guide that will be produced by Love Cambridge (see note below)
- To have your logo displayed on the jackets worn by the staff managing the parade
- To have your logo and information about your business (if applicable) sent out with the 'joining instructions' for all parade participants.
- To have promotional material advertising your business included within the parade – for example flags could be developed advertising your business and held by individuals in the parade as agreed by Love Cambridge.
- New to 2010, Love Cambridge will work with Cambridge News on developing a promotional plan that will cover the entire Eastern region. As sole print media supporter, Cambridge News will promote the days events to an audience of approximately 500,000 readers across the region. There is also a post event follow-up in the Cambridge News
- Representatives of your business will be invited to the Civic Reception in the Guildhall for an informal celebration after the switch on event

Mini Guide

In partnership with Cambridge News, Love Cambridge produce the Love Christmas publication which has a circulation of 200,000. The centre pages of the publication are dedicated to the Big Switch On and the events taking place, including the Parade and the

route it takes. The Parade sponsor will be clearly defined throughout the publication. There will also be a number of mini guides produced to hand out on the day.

How much do you need?

Love Cambridge is looking for a total contribution of £2,000, though this could be spread over several organisations. We are ideally looking for 3 or 4 companies to be involved. To register your interest or to speak to a member of the Love Cambridge team please call 01223 457198 or email becky.burrell@love-cambridge.co.uk

To help save this exciting Christmas event please contact the Love Cambridge office today.

Notes to editors:

Love Cambridge is an organisation that brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

For more information on Love Cambridge and The Parade please contact Jo Humm on 01223 457179 or email jo.humm@love-cambridge.co.uk