

SOUTHEND CITYJAM 2024

SPONSORSHIP OPPORTUNITIES 2024

southendcityjam.co.uk

**MONTANA
CANS**

global
art supplies ltd

PRYZM ARTS
BY @EKTO.1

**SOUTHEND
TOURISM
PARTNERSHIP**



**Southend-on-Sea
City Council**

EUROPE'S LARGEST STREET ART FESTIVAL RETURNS IN 2024

City Jam '23 featured over two hundred local, national and international artists who transformed over a hundred walls across the city centre and seafront with incredible, large-scale artwork.

Due to the overwhelming success of the last two years, we're delighted to bring City Jam back for a third year in 2024, but to do that, we need the support of local businesses who recognise the importance of large-scale events such as this to bring people into Southend.



2023 STATS

FOOTFALL



178,902

people were in the City Centre during Southend City Jam (9am-6pm, 1-3 September 2023)

↑6%

Footfall in the City Centre was up 6% on the event last year.

60%

of people were from out of the city (more than 5 miles away)

↑16%

The following weekend (9-10 Sept) when all the artwork was still in situ, footfall in the City Centre was up 16% on the same weekend last year.

MARKETING



536,112

people saw one or more of the festival posts on Visit Southend** social media channels

46,558

people actively engaged with one of more of our festival posts

£28,000

worth of free print and digital marketing from Essex Echo, plus extensive coverage from Regional News

** Social media channels include: Facebook (@visitsouthendonsea) Twitter/Instagram/TikTok (@visitsouthend)

WEB TRAFFIC



51,874

people visited the festival website www.southendcityjam.co.uk from 1st June - 10th Sept 2023

202,887

pages were viewed across the website between 1st June-10th Sept 2023

81%

of website users were from out of the city

SPONSORSHIP BENEFITS

Our sponsorship packages offer an excellent return on investment and can be tailored to suit your needs or budget.

This is an incredible opportunity to be involved in a high-profile festival that will amaze residents and visitors alike.

There are a limited number of sponsorship packages available, and they'll be allocated on a first come first served basis so be sure to get in touch!



Raise the profile of your business to new and existing customers by supporting a high-profile festival.



Be a key part of a high-profile festival that raises civic pride, delights the whole city and drives a 'feel good' factor in Southend.



Drive footfall and sales to your business through the LuminoCity website, Festival Guide and other promotional options.



Great PR for your business, with lots of opportunities for your brand to be seen via our website, social media, and official media partners.



2024 PACKAGES

GOLD PARTNER

£20K* INVESTMENT

Our Presenting Partner will benefit from an unprecedented level of year round marketing and PR exposure. Your brand will be uniquely associated with the artist of your choice and synonymous with Southend City Jam throughout 2023.

Benefits to include:

- » Two maximum Gold Partners.
- » Branded presence in the City Jam HQ during the Festival.
- » Prominent logo on all festival signage.
- » Prominent logo on all print and digital promotional material, including posters, leaflets, maps, adverts and social media.
- » Full A5 page advert in the Festival Guide, which has a 20,000 print run.
- » Your logo and special feature on the festival website www.southendcityjam.co.uk.
- » Your company tagged in all associated social media posts across all channels.
- » Your company mentioned in all associated press releases.
- » 10 x tickets to Meet and Greet with the artists at the Opening Night Reception.
- » Dedicated account manager and a full evaluation report post festival.
- » Association with a high-profile festival that will attract nationwide publicity.

SILVER PARTNER

£10K* INVESTMENT

Benefits to include:

- » Two maximum Silver Partners.
- » Your logo on all festival signage.
- » Your logo on all print and digital promotional material, including posters, leaflets, maps, adverts and social media.
- » Full A5 page advert in the Festival Guide, which has a 20,000 print run
- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Your company tagged in all associated social media posts across all channels.
- » 5 x tickets to Meet and Greet with the artists at the Opening Night Reception.
- » Dedicated account manager and a full evaluation report post festival.
- » Association with a high-profile festival that will attract nationwide publicity.

SPONSOR AN ARTIST

£1-5K* INVESTMENT

Overall investment will be dependant on selected artist and scale of wall/ installation. For a full list of artists and walls, please get in touch.

Benefits to include:

- » Maximum one per wall/artist.
- » Prominent branded signage around the wall/installation of your choice.
- » Your logo and company tagged in all social media posts relating to your selected wall/artist.
- » Your company mentioned alongside your selected wall/artist in the Festival Guide, which has a 20,000 print run.
- » Your Logo on the festival website www.southendcityjam.co.uk and on your selected wall/artist webpage.
- » Association with a high-profile festival that will attract nationwide publicity.

CITY JAM FAN

£500* INVESTMENT

Benefits to include:

- » Your logo included in the Festival Supporters section of the Festival Guide, which has a 50,000 print run.
- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Association with a high-profile festival that will attract nationwide publicity.

DONATE A WALL FREE

If you have an easily accessible wall you're happy to get transformed by one of our incredible artists then get in touch.

Benefits to include:

- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Association with a high-profile festival that will attract nationwide publicity.

***Our sponsorship packages can be tailored to suit your needs or budget.**



GET IN TOUCH

Our sponsorship packages can be tailored to suit your needs or budget.

To discuss your options email
[**culture&tourism@southend.gov.uk**](mailto:culture&tourism@southend.gov.uk)