

A nighttime photograph of Lancaster, UK, featuring a large firework display in the sky. The city lights are visible in the foreground, including a prominent church spire and a clock tower. The fireworks are in shades of purple, blue, and white, exploding in a large, starburst pattern.

**LIGHT  
UP LANCASTER**

**1st & 2nd Nov 2019**

**Sponsorship  
Opportunities**

# About Light Up Lancaster

Light up Lancaster is a weekend festival of light which takes place in November each year. It includes a trail of free light installations and performances dotted in and around the city's historic buildings, squares and gardens. See our or **Gallery** on our **website, [lightuplancaster.co.uk](http://lightuplancaster.co.uk)**

## Raise your profile with our audiences

- Last years festival saw 53,000 visitors, bringing in £483,482 of financial benefit to the local economy.
- 46% of the audience were from Lancaster, and another 43% from elsewhere in Lancashire, resulting in a county total of 93%.
- 85% would recommend the event to others.
- 55% were family audience.

# About Light Up Lancaster



## Who we are

The festival is delivered in partnership by Lancaster City Council, Lancaster Arts Partners, Lancaster University and Lancaster Business Improvement District (BID) and draws in a massive array of dedicated artists, organisations and individuals to make it all happen.

## Our vision

Is to 'Develop Light Up Lancaster into a wonderful, unique and authentic light festival'.

## Grow with us

We believe our festival has the potential to grow year on year in size, like many other Light Festivals across the north of England - including Durham Lumiere, Leeds Light Night and Enchanted Parks in Gateshead. We work closely together with these festivals under the partners of 'Light up the North.'

# Sponsorship Opportunities

## **Giant Axe or Quay Meadow Fireworks Viewing Area £1,500 + VAT**

- Inclusion your organisation's logo on 5,000 wristbands issued for Giant Axe/Quay Meadow.
- Direct Mail – Insert flyer to the festival attendees (10,000+).
- Advert in A2 fold out festival map
- Digital - Facebook promotion with boosted posts and tweets on Twitter.
- Logo inclusion on the website homepage.
- 100 wristbands provided to company for their own use.
- PA announcements on the night.
- Opportunity for company to display their banners on site at Giant Axe/Quay Meadow.

# Sponsorship Opportunities

## **Sponsor of Festival Guide and Map - £800 + VAT**

- Placement of the company's logo on the front cover with the words 'Programme sponsored by:'
- Potential to be credited on social media, the official website and within the credits of any PR activity.
- Full page advert on the back cover of the fold out map.
- Package also includes 50 wristbands of your choice.

## **Sponsor a commission or location - From £2,000 + VAT**

We have some unique opportunities for organisations to sponsor specific commissions or locations in the city centre. Please contact us on (01524) 582870 or email us at [takepart@lightuplancaster.co.uk](mailto:takepart@lightuplancaster.co.uk) to discuss opportunities and benefits.

A nighttime photograph of Lancaster, UK, featuring a large firework display in the sky. The city lights are visible in the foreground, including a prominent church spire and a clock tower. The fireworks are in shades of blue, purple, and red, exploding against a dark sky.

# LIGHT UPLANCASTER

[lightuplancaster.co.uk](http://lightuplancaster.co.uk)

Photography by Robin Zahler