



**VISIT
STAINES**

STAINES-UPON-THAMES BID

SPONSORSHIP PACKAGE



ABOUT US

Visit Staines BID is an independent, business led, not for profit company, solely accountable to its 300 members.

The company is currently governed by a voluntary Board of 15 levy paying businesses, 4 of which are company directors; working together to provide strong governance, strategic direction and ensuring oversight and scrutiny of the delivery of the BID Business Plan.

The Visit Staines BID Board is made up of national and independent business owners and leaders, managers from both shopping centres, the Borough Council and the local Police; all working together to deliver the

projects chosen by the businesses. The second term of the BID started in 2022 and it will go until 2027.

In 2022 businesses in Staines-upon-Thames secured the second term for the Business Improvement District by voting 'Yes' during the 28-day ballot: Turnout in the ballot was 54% with 84% of businesses by number voting in favour and 89% in favour by rateable value size. The second 5-year BID term commenced on 1st April 2022 and Staines joined 350 towns and cities with an established BID, securing £1.8million for the town centre over 5 years.



BID AREA



WHAT KIND OF PROJECTS CAN YOU SPONSOR?

All the sponsorship packages are built to respond to the sponsor's needs. There are many BID projects that can be sponsored, including the following:

- Christmas Lights
- Specific Events
- Flower displays around town
- Training programme delivered to BID levy staff
- Etc

In the past, BUPA sponsored the defibrillator, Heathrow Airport sponsored our Christmas Lights and Berkley Homes and Two Rivers sponsored our flower towers. So why not get involved today?

EXAMPLES OF WHAT CAN BE INCLUDED IN YOUR SPONSORSHIP PACKAGE



DIGITAL ADVERTS

One advert on the High Street digital screens worth **£2,400 per year**

One advert on the Two Rivers digital screens* worth **£2,400 per year**

One advert on the Elmsleigh digital screens* worth **£7,200 per year**

*Subject to availability

OUT-OF-HOME ADVERTISING

10 days of promotional space at Two Rivers and Elmsleigh Shopping centre (January - September) worth **£5,000**.

NEWSLETTERS



Sponsorships above **£4,000** per year will have one advert on 6 e-newsletters and on 3 printed newsletters. These newsletters are distributed to all the businesses in the BID area. Limited to availability.

SOCIAL MEDIA

Expose your business to over 10,000 people on our Facebook, Twitter and Instagram Pages and 2,000 people on our customer database.



STAISAFE RADIO SCHEME

Access to Stai Safe radio scheme for **£250+VAT** per year, instead of £500+VAT per year.

CONTACT US

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