



**Largescale cultural event sponsorship  
Dickensian Christmas Festival / Christmas Markets and Medway  
Gaming Festival 2024 brief**

**The brief**

Medway Place Board in partnership with Medway Council invites responses from individuals or organisations with a strong track record of delivering cultural sponsorship to support us to develop:

1. a new strategic approach to events sponsorship for either one or two of Medway's most prominent largescale cultural events,
2. a new pitch prospectus for potential sponsors,
3. new commercial partnerships.

Medway's cultural sector is thriving and our largescale events programme including [Rochester Christmas Markets](#) / [Dickensian Christmas Festival](#) (audience 240,000 +) and [Medway Gaming Festival](#) (audience 5,000 +) are crucial to our visitor economy, to residents' pride in place and sense of community and to the regeneration of our town centres. While audience figures were still recovering post-Covid in 2022, 490,000 people attended Medway Council's major events alone.

Medway's major cultural events programme does not have a track record of converting business support for cultural and placemaking activity into commercial sponsorship for cultural events. Through this contract we are looking to work with an external expert organisation or individual who can hone our offer, approach and support of to approach new sponsors and secure new partnerships.

**Deliverables**

1. A target of two new commercial partnerships with a total target value to be agreed with the appointed contractor in support of one or both major 2024/2025 events described above.
2. An events sponsorship prospectus setting out our offer

**Budget**

A budget of £10,000.00 is available, inclusive of VAT, all expenses and fees.

## Timeframe

Date	Activity
08/01/2024	Brief tendered
15/01/2023	Clarifications on brief close
02/02/2024	Brief closes
12/02/2024	Evaluation of bids and successful bidder notified
19/02/2024 – 04/03/2024	Contract start date Development phase: <ul style="list-style-type: none"><li>• Initial research and benchmarking</li><li>• Development of creative approach and messaging</li></ul>
05/03/2024 – 19/03/2024	Strategic planning phase: <ul style="list-style-type: none"><li>• Sponsorship prospectus development</li><li>• Strategic activity plan development</li></ul>
20/03/2024 – 30/04/2024	Partnership building phase: <ul style="list-style-type: none"><li>• Development of bespoke proposals for prospective partners</li><li>• Relationship building and partnership development with interested with prospective partners</li><li>• Progress reporting</li></ul>
16/04/2024 – 30/04/2024	Delivery and legacy phase: <ul style="list-style-type: none"><li>• Contracting</li><li>• Handover</li><li>• Lessons learned and next steps plan</li></ul>
30/04/2024 – 06/04/2024	Evaluation and project wrap up

## How to respond to the brief

Please complete the procurement form attached detailing your proposed methodology, budget breakdown and one relevant example of previous comparable work.

## Contact

For more information or to ask any questions about the brief, please contact Virginie Giles at Medway Place Board at [hello@wearemedway.co.uk](mailto:hello@wearemedway.co.uk) before 2<sup>nd</sup> February 2024.