

DINO DAY

SPONSORSHIP



SOCIAL MEDIA
REACH OF
175,000+

EVENT
ATTENDANCE OF
10,000+

+22.4% INCREASE
IN FOOTFALL FROM
NORMAL FRIDAY

PRINTED MEDIA
ADVERTS REACHING
250,000+ READERS

ONE OF THE MOST
POPULAR EVENTS OF
THE YEAR

ATTENDEES
FROM ACROSS
LANCASHIRE AND
CUMBRIA

PARTNER WITH ONE OF LANCASTER'S BIGGEST ANNUAL EVENTS TO GET YOUR BUSINESS SEEN BY THOUSANDS.

TAKING PLACE IN LANCASTER CITY CENTRE ON FRIDAY 31ST MAY, DINO-DAY OFFERS A UNIQUE OPPORTUNITY TO ACHIEVE PREMIUM VISIBILITY OF YOUR BRAND.

HOW CAN MY BUSINESS BE INVOLVED?

Simple - check out the benefits of the options available and decide which is best for you!

OPTION 2 £495 PLUS VAT

All the benefits of Option 1 **plus:**

- Advert for your business on the event flyer
- Marketing pitch for your business at the event

OPTION 1 £345 PLUS VAT

- Company logo on promotional materials including banners, flyers and media adverts
- Boosted Social media posts for the event promoting your brand



OPTION 3 EXCLUSIVE SPONSORSHIP OPPURTUNITIES

Enhance the visibility of your brand further through sponsorship of a specific element of the day. All benefits from Option 2 included within these packages

RANGER SCHOOL

£795 + VAT

- ↓ Named after your business in event marketing.
- ↓ Your branding on Ranger School banner and certificates for all participants.

RADIO ADVERT

£2,000 + VAT

“Dino-Day in partnership with YOUR BUSINESS” on Heart Radio.
Heard by 78,000 listeners across the bay area including Breakfast and Drive Time.

DINOSAUR LEGO BRICK MOSAIC

£2,400 + VAT

Your brand incorporated into a custom designed Dinosaur Lego Moasic. Competition with school children to help design the mosaic- giving your brand visibility with up to 10,000 school children (5 - 11 years old) Mosaic to be built by attendees at Dino-Day. Exclusive promotional space next to the mosaic on the event day Finished mosaic will be yours to keep or donate.

DALTON SQUARE 'ARENA' FEATURING THE UK'S LARGEST WALKING DINOSAUR

£850 + VAT

NEW FOR 2019 - 4.8m long Allosaurus makes his first ever appearance in Lancaster. Get your branding in front of thousands at what will be the most popular dinosaur appearance of the day!

IMMERSIVE SCIENCE DINO-DOME

£1,500 + VAT

Have this fully immersive experience branded with your company logo. Visitors of all ages will flock to experience this 360 degree film where guests travel back in time to fly with Pterosaurs and meet a T-Rex. Guaranteed to be a hit for all ages!

SO WHAT ARE YOU WAITING FOR?

Contact the Lancaster BID team on 01524 590650 or info@lancasterbid.org to sign up to be a part of this flagship event.

Don't see what you're looking for but want to be involved? Get in touch and we'll be happy to discuss a bespoke package which best meets your business marketing needs.