



CHRISTMAS KINGDOM

AT CELTIC MANOR

26TH NOVEMBER - 3RD JANUARY

- MEET OUR REINDEER
- SANTA'S GROTTO
- ICE SKATING



SPONSORSHIP PROPOSAL



26th November 2015 – 3rd January 2016

Following the huge success of Christmas Kingdom since its launch in 2012, this glittering winter spectacular will be back in 2015 even bigger and better than ever.

This year’s event will once again feature a Santa’s Grotto experience, including an exciting visit to see his real reindeer as they rest up at Celtic Manor ahead of their busiest night of the year.

There will also be a huge 20m x 20m ice rink, capable of accommodating up to 120 skaters per hour. Our chefs will be on hand to serve up a variety of warming winter food throughout the event, including Christmas treats and traditional festive favourites.

Event Overview

- Santa’s Grotto Experience (26th Nov – 24th Dec)
- Meet Santa’s real reindeer
- Ice skating on our outdoor rooftop rink
- Warming winter treats and drinks available to purchase



Social Media

The Celtic Manor Resort currently has 43,000 Twitter followers and 26,000 Facebook fans. The power of social media is harnessed on a daily basis and during our resort events by engaging with influential users to increase awareness.

2014 Website Summary

- 2,973,495 visits
- 15,099,452 page views
- With an average of 10,000 visits per month, celtic-manor.com has healthy traffic which is constantly growing
- Overall traffic increased by more than 18% and mobile visits were up 57% - this is expected to continue to increase throughout 2015

2014 Social Summary

- Facebook – 26,000 likes
- Twitter – 43,000 followers
- Instagram – 5,500 followers
- Achieved a 39% share of voice against our competitors, followed by The Vale (16% share)
- Reached nearly 150 million accounts with our activity across 12 months
- Posted nearly 7,500 times
- Twitter has been the most popular platform, accounting for 94.1% of traffic

Blog

The Celtic Manor blog has a readership of around 3,000 visits per month and with a new design, improved usability and engaging features on the site, it is a lifestyle destination for those interested in Celtic Manor and its events.

Opportunity

As a sponsor, your company would have the opportunity to build on these foundations and direct traffic to your website by introducing and promoting your company to event participants, guests and spectators.



Title Sponsor

Rights and Benefits

- Event to be named ‘Christmas Kingdom presented by <your company name>’
- Ability to use status as Presenting Sponsor of Christmas Kingdom for marketing purposes
- Email advertising – sponsor details on the emailed ‘print-at-home’ tickets and opportunity to click-through
- Competitions and prizes – opportunities around the event

Marketing, Branding & PR

- Joint event logo – created to form the basis for all PR and Marketing activity including email campaigns to our database, advertising flyers and literature, print adverts and all event branding on-site
- Logo - on the Christmas Kingdom page of the Celtic Manor website including 50 words of editorial
- Sponsor mention - as part of the two week radio advertising campaign on Capital FM, including presenter reads and competitions
- Advertising - around the ice rink and throughout the event site with comprehensive branding and signage portfolio (2 x ice rink advertising boards - 3m x 1m or similar)
- Capital FM promotional activity – Capital FM Thursdays at Christmas Kingdom
- Discount codes – unique code for your database offering discounted ice skating
- Joint PR opportunities

VIP Opening Night

- 10 x invitations to the official launch evening attended by VIP guests and media

Christmas Kingdom Visits

Two exclusive-use sessions of the Christmas Kingdom event site for your company (2 hours per session). Time and date restrictions apply.

Each exclusive-use session includes:

- 240 x any time/any day ice skating passes
- 120 x Santa visits including a visit to the reindeer enclosure and a gift for each child
- 240 x complimentary drink vouchers
- 240 x vouchers for a complimentary hot dog or burger

Title Sponsorship: £20,000 +VAT

Sponsorship can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

Christmas Kingdom Ice Rink Sponsor

Rights and Benefits

- Exclusive naming rights of Christmas Kingdom Ice Rink
- Exclusive rights to branding of Christmas Kingdom Ice Rink

Marketing, Branding & PR

- Joint event logo – created to form the basis for all PR and Marketing activity including email campaigns to our database, advertising flyers and literature, print adverts and all event branding on-site
- Dominant advertising - around the ice rink and throughout the event site with comprehensive branding and signage portfolio (4 x ice rink advertising boards - 3m x 1m or similar)
- Email advertising – sponsor details on the emailed ‘print-at-home’ tickets and opportunity to click-through

VIP Opening Night

- 15 x invitations to the official launch evening attended by VIP guests and media

Christmas Kingdom Visits

- One exclusive-use session of the Christmas Kingdom event site for your company (2 hours per session)
- 100 x any time/any day ice skating passes
- 25 x Santa visits including a visit to the reindeer enclosure and a gift for each child
- 100 x complimentary drink vouchers
- 100 x vouchers for a complimentary hot dog or burger

Ice Rink Sponsorship: £10,000 +VAT

Sponsorship can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.



Santa’s Grotto Sponsor

Rights and Benefits

- Exclusive naming rights of Santa’s Grotto
- Exclusive rights to branding of Santa’s Grotto

Branding Opportunities

- 2 x ice rink advertising boards (2m x 0.8m)
- Branding of children’s gift bags

VIP Opening Night

- 4 x invitations to the official launch evening attended by VIP guests and media

Christmas Kingdom Visits

- 30 x ice skating passes

Santa’s Grotto Sponsorship: £5,000 +VAT

Sponsorship can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

Christmas Kingdom Bus Sponsor Advertising Opportunities

Rights and Benefits

- Exclusive naming rights of Christmas Kingdom Bus Sponsor
- Exclusive rights to branding of Christmas Kingdom Buses
- Exclusive rights to distribution of literature on Christmas Kingdom Buses

Branding Opportunities

- 2 x ice rink advertising boards (2m x 0.8m)

VIP Opening Night

- 4 x invitations to the official launch evening attended by VIP guests and media

Christmas Kingdom Visits

- 30 x ice skating passes

Bus Sponsorship: £5,000 +VAT

Sponsorship can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

Advertising at our high profile resort events is a great way to get your company noticed, providing a unique way to connect with your customers.

Ice rink advertising boards (2m x 0.8m) £100 + VAT



CELTIC MANOR
RESORT

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