



Become an

Enjoy Swansea Bay Marketing Partner

Tailored, expert marketing
support for your event



325k

Enjoy Swansea Bay
website page views

1.85M

Visit Swansea Bay
website page views



15k

Followers



11.5k

Page Likes

enjoyswanseabay.com



Cyngor **Abertawe**
Swansea Council

☛ We are delighted to offer you the opportunity to be associated with the Enjoy Swansea Bay brand, which opens the door to an integrated marketing campaign across Swansea, Mumbles and Gower. ☛

The Enjoy Swansea Bay campaign highlights the fantastic range of events, attractions and things to do that Swansea Bay has on offer, for residents and visitors alike.

Co-ordinated 'Enjoy' marketing activity ensures that:

- All 'Enjoy' marketing collateral directs customers to our comprehensive events website enjoyswanseabay.com
- 'Enjoy' lampost banners are positioned along Mumbles Road during spring and summer months.
- Bridge banners will be displayed on footbridges across key routes in Swansea and a 40ft x 4ft site board will be positioned at the bottom of Singleton Park, all with the aim of creating a 'buzz' across the city and raising awareness of Enjoy Swansea Bay.
- Key event details will be included in a variety of publications and adverts and the Marketing Team will be visible at events, promoting what's going on in the area.

Bridge Banner



Lampost Banner



Around Town



Site Board





Type of support	Details / benefits	£165	£840	£1935	Who this will reach
Print	Listing in seasonal brochure when available	■	■	■	100k Enjoy Swansea Bay brochures distributed from May within 1 hour's drive time from Swansea
	Your event will be included as part of the Enjoy Swansea Bay advert listing in a range of local publications	■	■	■	
Online activity	Text and image(s) on key event web pages on enjoyswanseabay.com and visitswanseabay.com	■	■	■	Enjoy website page views 2017: 325k Visit website page views 2017: 1.85M
	Inclusion in our featured events on enjoyswanseabay.com			■	As above
	Included as a slider banner on enjoyswanseabay.com for 2 weeks (if available extra weeks can be purchased)		■	■	
	Included as a banner advert on enjoyswanseabay.com for 2 weeks (if available extra weeks can be purchased)		■	■	
	Inclusion in 'Enjoy' social media activity, shares, retweets etc	■	■	■	Over 15k Twitter followers (Jan'18) Over 11k Facebook 'likes' (Jan'18)
	Event details included in an email to our subscription database, including links		■	■	15k email addresses on Enjoy Swansea Bay (Events) database (Jan'18)
	Dedicated email to our subscription database			■	As above



		Bronze	Silver	Gold	
	1 Dedicated blog post- using existing copy or working with you to create suitable content		■	■	Posted on Enjoy website
	Up to £50 of paid-for Facebook advertising			■	
	Tailored social media support, agreed in advance. Posting and sharing your content as appropriate and timely			■	Reports can be provided on request
	Included in a press release which will be sent out to the local media			■	
Castle Square Big Screen	Event detail on the Swansea Big Screen, Castle Square			■	Castle Square is a city-centre area of high footfall
In venue	Event detail on indoor plasma screens at Civic Centre reception area, Central Library and National Waterfront Museum		■	■	Central Library; average 27,500 visitors per month . Contact Centre average over 8,000 visitors per month
Distribution	Your leaflet distributed to 25+ attractions and venues in the Swansea area. Poster distribution to 10+ council-run attractions	■ Leaflets only	■ Leaflets only	■	25+ distribution points in Swansea
Outdoor advertising	Bridge banners – space only (subject to availability)		■ 1 bridge for one week	■ 1 bridge for two weeks	Traffic flow figures; Fabian Way bridge > 35k vehicles/day University bridge > 33k vehicles/day LC bridge > 45k vehicles/day Sketty bridge > 14k vehicles/day Olchfa bridge > 15k vehicles/day Dyfatty bridge > 19k vehicles/day
	Mumbles Road site board (Singleton Park) - space only. (subject to availability)			■ 1 week	Visible to over 33k vehicles/day

Marketing Partner Benefit Examples

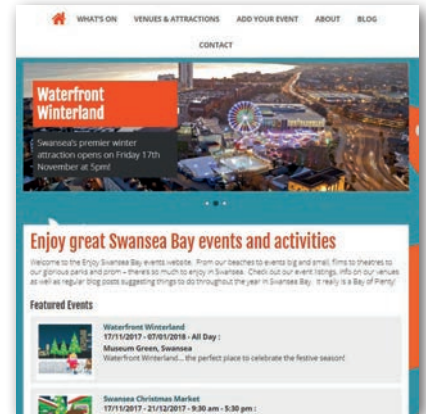
Enjoy Brochure



Facebook



Featured Events



Event detail on The Big Screen, Castle Square



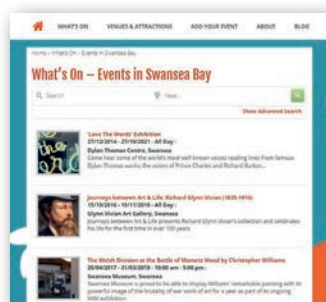
Twitter



E-shot



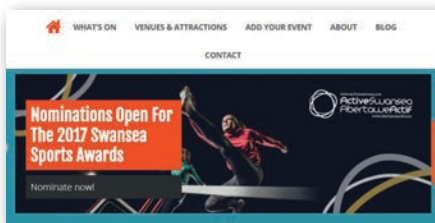
Event webpage text and images



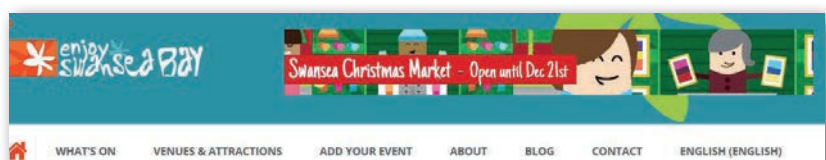
Advert Listing



Slider Banner



Banner Advert



For more information contact Lisa Evans ☎ 01792 635468

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