

SO, WHOM DO I CONTACT?

If you would like further information then please complete the application form below and return it to the Council at the address on the back of this leaflet. You will then be contacted to discuss what sponsorship is available to you.

I would like to be contacted to discuss a roundabout sponsorship opportunity with Cannock Chase District Council.

Name

Print Name

Company

Address

Postcode

Telephone

E mail

PLEASE NOTE that if the roundabout that you are currently interested in is taken then we do have alternative locations that we can offer.

Alternatively you may wish to register your interest in sponsoring a particular roundabout in the future.

CANNOCK

Poplars Landfill Island
Church Street Island
Delta Way Island
CAT Island
Ridings Park Island
Five Ways Island
Beecroft Road Island
Avon Road/Longford Road Island
Express and Star Island
Longford House Island

RUGELEY

The Globe Island
Eaton Lodge Island
Station Road Island
Ash Tree Island
Brereton Hill Island
Hednesford Road Island

Various flower beds in Cannock Town Centre
Various flower beds in Hednesford Town Centre
Various flower beds in Rugeley Town Centre

There are more roundabouts in the district that are available for sponsorship, for further information please contact 01543 462621.

Cannock Chase District Council

Civic Centre, PO Box 28, Beecroft Road, Cannock
Staffordshire WS11 1BG
Tel: 01543 462621 Fax: 01543 462317
www.cannockchasedc.gov.uk



ROUNDABOUT SPONSORSHIP

Cannock Chase Council is pleased to offer local businesses the opportunity to sponsor a roundabout.



Cannock Chase Council is pleased to offer local businesses the opportunity to sponsor a roundabout. In doing so they can raise their profile and promote their company to thousands of residents and visitors a year. In addition such sponsorship will be seen as making a positive contribution to the local community.

WHAT ARE THE BENEFITS FOR ME?

- Your sponsorship signs will be seen every day, 365 days a year.
- Tens of thousands of vehicles drive round the Council's roundabouts every day so promoting your company to a wide constantly changing audience.
- Roundabout sponsorship is a very cost effective way of advertising. Your sponsorship advert opportunity is for a year, not a one off advert in a newspaper or a magazine.
- You can include your telephone and web site details so that people can find out more about your company and products.
- Promote your company image by supporting a scheme that helps to improve the local environment.
- There is a one off set up cost to the sponsor for the design, manufacture and installation of the signs.

BUT WHAT ARE THE COSTS?

The costs to sponsor a roundabout vary dependant upon a number of factors such as:

- The location of the roundabout
- Traffic flow around the roundabout
- The size of the roundabout
- Whether the roundabout has spring and summer bedding planted on it
- Whether the roundabout has other high profile landscaping on it

SO HOW LONG CAN I SPONSOR A ROUNDABOUT FOR?

- All of the Council's roundabouts can be sponsored for a minimum of one year up to three years.
- At the end of the agreed sponsorship period you will be offered the opportunity to renew your sponsorship arrangement for a further agreed period.
- Our contract with you will commence the day your sponsorship signs are erected on the roundabout

TELL ME MORE ABOUT THE SPONSORSHIP SIGNS

- All sponsorship signs are 600mm x 450mm.
- One sign is allowed per road junction with the roundabout. So if a roundabout has 3 road junctions around it then the sponsor is allowed up to 3 signs.

The top third of the sign is allocated for the Council's logo etc. and the remaining two thirds are for your sponsorship advert.

- We will require a copy of your company letterhead with the Pantone Colour numbers to ensure that we match up your logos etc. exactly.
- We will cover the cost of any reasonable repairs or replacement of signs due to damage during the sponsorship period.
- Your sign may include your company logo, name, telephone number and web site address.
- We will work with you to ensure that you are fully satisfied with your sponsorship signs before these are manufactured.

