



Advertising & Sponsorship Opportunities

in the Braintree District



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Why advertise in the Braintree District?

The Braintree District is the 2nd largest local authority area in Essex covering approximately 236 square miles. Positioned within easy reach of Chelmsford, Colchester, Stansted Airport, London, Cambridge and the Harwich ports, the district has a wealth of interesting attractions, fascinating local history, striking architecture and beautiful surroundings.



A diverse and affluent population of
150,000
residents
of varying lifestyles



Low unemployment, expected growth in job density and higher than average earnings have secured
66,000
local workers



Approximately
6,600
businesses
from small family run companies to large corporations are registered in the district



An eclectic mix of markets, shops and eateries, teamed with modern leisure facilities and historical charms, attracts
3.9 million
visitors
each year



A focus on supporting growth through inward investments for
infrastructure businesses and employment
support, and regeneration of towns and villages



Upwards of
64,000
households
across busy towns and rural villages

Why advertise with us?

Unique advertising opportunities prominently positioned to provide cost effective, targeted and highly visible advertising space

Price transparency

All rates are inclusive of production, installation and maintenance

Quality assurance

Stringent procurement processes ensure quality of service

Unique opportunities

Access to strategic and prominent locations maximises visibility

Not for profit, for social benefit

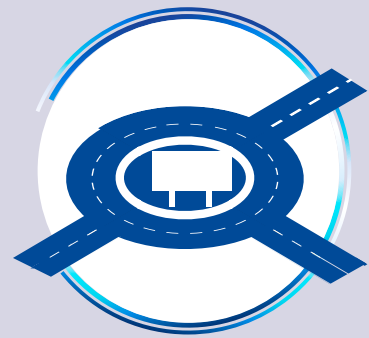
Income generated is reinvested into frontline services for the benefit of the district

Additional tailored services

Specific to your business



Opportunities Available



Roundabout Sponsorship

Over 20 roundabouts specifically selected for locality to maximise visibility 24 hours per day



Vehicle Billboards

Our fleet of vehicles enhance campaign effectiveness by utilising eye catching space



Printed Publications

An unmissable opportunity to advertise in our annual publications offering residential and commercial coverage, including residents' magazine issued to all 64,000+ households in the district



Advertising Frames

A variety of A4 - A0 frames prominently situated in George Yard Car Park, Braintree



Employee Screensavers

Showcase your company to our 450+employees by utilising our internal channels. This inclusive opportunity consists of internal screensavers, intranet advertising and staff email editorial



E-Newsletters

Digital advertising spaces available in our targeted monthly newsletters issued to around 10,000 subscribers

Roundabout Sponsorship

Sponsor a roundabout in the Braintree District to enhance brand presence

Over 20 specifically selected roundabouts across Braintree and Witham are available for exclusive use. All roundabouts have been chosen for their high traffic locations to take advantage of the 165,000 vehicles using the districts roads each day. They offer highly visible advertising space 24 hours a day, 365 days a year.



BEST FOR
LONG TERM USE TO
ENHANCE BRAND
AWARENESS

**FROM
£213**
(+VAT)
PER MONTH

LOCATIONS	Braintree Central, Braintree South, Braintree West, Bocking, Great Notley, Rayne, Witham Central, Witham North, Witham South, Witham West
SPECIFICATIONS	2, 3 or 4 signs dependant on roundabout sized at either 1000mm x 500mm or 1500mm x 650mm
CONTENT	Logo, company name, telephone number, email address and up to 6 words No directional arrows
INSTALLATION & MAINTENANCE	Costs of design, production and installation of signage plus landscape maintenance included for length of term
LEAD TIME	4 weeks from receipt of initial payment and artwork
RATE	From £3000+VAT per annum (12 month minimum contract) plus loyalty discounts for longer term contracts. Flexible payment terms available.

Advertising Frames

Promote your business in Braintree's busiest car park

Utilise our strategically located advertising frames in George Yard car park. Ranging in size from A4 to A0, they are prominently placed to ensure maximum visibility to the 25,000+ monthly car park users.

LOCATIONS	George Yard Car Park (Braintree)
SPECIFICATIONS	Portrait frames from A4 to A0
CONTENT	Artwork can include logo, company name, website address, telephone numbers and other appropriate content
INSTALLATION & MAINTENANCE	Costs of installation and maintenance included for length of term plus regular frame cleaning
LEAD TIME	2 weeks from receipt of artwork
RATE	Monthly as follows (all +VAT): A4 - £4.50 / A3 - £7.50 / A2 - £13.50 / A1 - £18.50 /A0 - £25.00. Payments totalling £50 or less are due on receipt of invoice. Payments of more than £50 can be paid over 2 instalments.



BEST FOR
REGULAR USE TO SUPPORT BRANDING AND CAMPAIGNS

FROM £4.50
(+VAT)
PER MONTH

Vehicle Billboards

Stand out from the crowd and expose your message to a wider audience

Our fleet of vehicles offer high impact visibility passing 64,000 households a week and covering over 2,000 roads. Utilising these eye-catching and unique spaces ensures your messages have the greatest reach and strengthens market penetration.



BEST FOR
STRENGTHENING CAMPAIGN EFFECTIVENESS

LESS THAN £200
(+VAT)
PER MONTH

LOCATIONS	Braintree, Witham and Halstead including all surrounding villages Route specific options available
SPECIFICATIONS	2 panels of approximately (W) 4000mm x (H) 1300mm
CONTENT	Artwork can include logo, company name, website address, telephone numbers and other appropriate content
INSTALLATION & MAINTENANCE	Costs of production, installation and maintenance included for length of term plus regular vehicle and panel cleaning
LEAD TIME	2 weeks from receipt of artwork
RATE	Initial fee of £450+VAT for production & installation plus £150+VAT per month of use.

Publications

Advertise your services to targeted audiences

Braintree District Council issues a range of printed and digital publications district wide from yearly printed residents magazines and annual taxation leaflets to regular E-Bulletins. Our publications are designed by professionals and produced to a high quality, increasing the reach of your advert.



CONTACT MAGAZINE

Produced annually and issued to all 64,000+ households

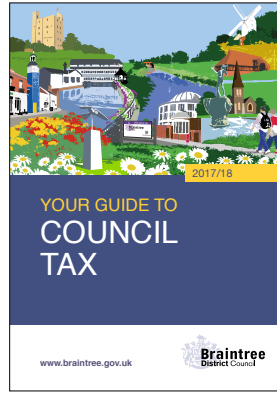
RATE:
Full page: £1000+VAT
Half Page: £500+VAT
Quarter page: £250+VAT



COUNCIL TAX GUIDE

Produced annually and issued to all 64,000+ households and 150,000 residents

RATE:
Full page: £750+VAT
Half Page: £400+VAT
Quarter page: £200+VAT



EMAIL NEWSLETTER

Produced frequently depending on edition and targeted to registrants. Editions include Planning, Community, Health and Business among others

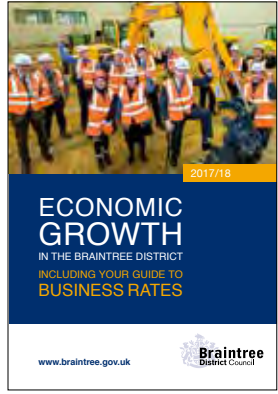
Rate:
£50+VAT per article (per edition)



ECONOMIC GROWTH AND BUSINESS RATES GUIDE

Produced annually and issued to 2,500 local businesses

RATE:
Full page: £750+VAT
Half Page: £400+VAT
Quarter page: £200+VAT



Employee Screensavers

Reach our internal audience

Showcase your company to our 450+ employees by utilising our internal channels. Our staff are passionate about the district and the vast majority are local residents themselves. If you have a promotion to offer, reach them all with this inclusive opportunity consisting of internal screensavers, intranet advertising, and staff email editorial.



LOCATIONS	Internally at Braintree District Council
SPECIFICATIONS	Intranet artwork sized to 340mm x 275mm / editorial approximately 100 – 200 words
CONTENT	Artwork can include logo, company name, website address, telephone numbers and details of promotion
INSTALLATION & MAINTENANCE	Costs of uploading and programming artwork and editorial included for the length of term
LEAD TIME	2 weeks from receipt of artwork
RATE	£100+VAT per month

Special package offers

PACKAGE 1	<div> 1 x Roundabout 1 x Vehicle Billboard 2 x George Yard Advertising Frames </div> <div> Rate: £5,000+VAT </div> <div> SAVING £405 </div>
PACKAGE 2	<div> 1 x Roundabout 3 x Vehicle Billboards 5 x George Yard Advertising Frames </div> <div> Rate: £8,500+VAT </div> <div> SAVING £1,669 </div>
PACKAGE 3	<div> 2 x Roundabouts 4 x Vehicle Billboards 5 x George Yard Advertising Frames </div> <div> Rate: £13,000+VAT </div> <div> SAVING £2,394 </div>

All packages are for a period of 12 months and are inclusive of production, installation and maintenance.

Tailored packages will be considered.

**To find out more contact: Sponsorship Officer,
Marketing and Communications, Braintree District Council,
Causeway House, Bocking End, Braintree, CM7 9HB
email marketing@braintree.gov.uk or call 01376 552525**

BRAINTREE DISTRICT COUNCIL'S ADVERTISING AND SPONSORSHIP POLICY

1. Introduction

The purpose of the policy is to set out the terms upon which advertising and sponsorship may be sought and accepted by Braintree District Council (the "Council").

The Council is committed to developing appropriate advertising and sponsorship opportunities, to support its core activities either directly or indirectly. It will encourage commercial relationships which do not conflict with the delivery of its strategic goals.

The policy aims to provide helpful advice to Council employees and prospective advertisers and sponsors on what is, and is not, acceptable form of advertising for the Council. The policy relates to advertising and sponsorship opportunities connected to the Council's assets, services, events and other activities that it has responsibility for.

An advertisement will not be accepted if it, in the reasonable opinion of the Council:

- is inappropriate or objectionable
- may result in the Council being subject to prosecution
- promotes gambling
- promotes payday loans
- refers to tobacco or similar products
- promotes the misuse of alcohol or promotes the use of alcohol to children
- might be deemed inappropriate for children, for example violent films, pornography and so on
- appears to influence support for a political party/ candidate
- appears to conflict with the Council's wider promotion of healthy and active lifestyles
- appears to promote racial or sexual discrimination, or discrimination on the basis of disability, faith, gender or age
- is the subject of a complaint to the Advertising Standards Authority and upheld by such Authority as a legitimate complaint.
- is in financial or legal conflict with the Council

2. Advertising

Advertising is defined as... "An agreement between the Council and the advertiser, whereby the Council receives money from an organisation or individual in consideration of which the advertiser gains publicity in the form of an advertisement in Council controlled print, broadcast or electronic media".

The policy is not an exhaustive list and takes as its start point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority (ASA).

All advertising must:

- fall within the guidelines laid out by the Advertising Standards Authority (ASA) www.asa.org.uk
- uphold the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) www.cap.org.uk/AdvertisingCodes/Non-broadcast-HTML.aspx
- follow the Code of recommended practice on Local Authority publicity www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity.

The above list is not exhaustive and the Council retains the right to refuse advertising on the grounds that, in the Council's opinion, it is inappropriate, or it conflicts with services already provided by the organisation. The Council reserves the right to remove advertising without reference to the advertiser.

The agreement to allow any advertising does not authorise the company to use the Council's name or logo in any other way to promote itself or give the impression of endorsement.

In line with the codes referred to above, advertisements should be:

- legal, decent, honest and truthful
- created with a sense of responsibility to consumers and society
- in line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit as well as the letter.

3. Sponsorship

Sponsorship is defined as... "An agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits".

The policy aims to:

- maximise the opportunities to attract commercial sponsorship for appropriate events, campaigns or initiatives
- make sure that the Council's position and reputation is adequately protected
- make sure an appropriate return is generated from sponsorship agreements
- make sure that a consistent and professional approach is adopted to the development of sponsorship agreements
- protect Councillors and officers from potential allegations of inappropriate dealings or favouritism with sponsors.

The Council will welcome all opportunities to work with sponsors where such arrangements support its core values.

However, it will not enter into a sponsorship agreement if, in the reasonable opinion of the Council, the agreement:

- may be perceived as potentially influencing the Council or its officers in carrying out its statutory functions in order to gain favourable terms from the Council on any business or other agreement
- aligns the Council with any organisation or individual which conflicts with its values and priorities.

The Council will not therefore enter into sponsorship agreements with:

- organisations which do not comply with the Council's Advertising Policy (above) or the Advertising Standards Authority code of practice
- organisations in financial or legal conflict with the Council
- organisations with a political purpose, including pressure groups and trade unions
- organisations involved in racial or sexual prejudice or discrimination on the basis of disability, faith or gender.

The aforementioned list is not exhaustive' and the Council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the Council in its sole discretion considers inappropriate.

The Council will agree with the sponsor the nature and content of the publicity anticipated from the sponsorship opportunity, and will retain the right to approve all advertising material. The Council has a strong corporate identity and material relating to sponsorship agreements must not conflict with, or compromise this.

The agreement to allow any sponsorship does not authorise the company to use the Council's name or logo in any other way to promote itself or give the impression of endorsement.

4. Procedures

Before agreeing advertising or sponsorship, Council officers will consider the policy document and follow the guidelines provided.

The overall coordination of advertising and sponsorship agreements across the Council will be the responsibility of the Marketing and Communications department.

All potential sponsors should be referred to the policy for information and guidance. All sponsorship bids must be approved in consultation with the appropriate Cabinet Member and Chief Executive/ Director. Sponsorship agreements must be referred to Legal Services for review, prior to signing.

5. Disclaimer

Acceptance of advertising or sponsorship does not imply endorsement of products and services by Braintree District Council.

In order to make this clear all publications, or other media, with advertising or sponsorship should carry the following disclaimer: 'Whilst every effort has been made to make sure the accuracy of the content of the advertisements contained in this publication, Braintree District Council cannot accept any liability for errors or omissions contained in any of the advertisements provided by an advertiser. Braintree District Council does not accept any liability for any information or claims made by the advertisement or by the advertisers. Braintree District Council does not endorse or recommend any advertiser. Any inclusion of Braintree District Council's name on a publication should not be taken as an endorsement by Braintree District Council'.

How to book

If you wish to proceed with any of our sponsorship and advertising opportunities please complete the booking form and send to: Sponsorship Officer, Marketing and Communications, Causeway House, Bocking End, Braintree, CM7 9HB, email marketing@braintree.gov.uk or call 01376 552525.

SPONSORSHIP AND ADVERTISING BOOKING FORM	
Contact Name	
Contact Number	
Email Address	
Company Name	
Registered Office	
Postcode	
Company Number	
Services Required	Roundabout Sponsorship
	Advertising Frames
	Mobile Billboards
	Printed Publications
Artwork	Do you wish to use our in-house graphic design and print services? YES <input type="checkbox"/> NO <input type="checkbox"/>
Authorised by	PRINT NAME:
	POSITION:
	SIGNATURE:
	DATE:



Contact us

Braintree District Council

Causeway House, Braintree, Essex CM7 9HB

E: csc@braintree.gov.uk

W: www.braintree.gov.uk

T: 01376 552525



www.facebook.com/braintreedistrictcouncil



[@BraintreeDC](https://twitter.com/BraintreeDC)

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please let us know