

# **Drawing Board Productions Community Interest Company**

**Independent, Hyperlocal Community Newspapers and events  
to Inform, Inspire, and Connect**

**Community  
Projects  
and  
Events**

**Drawing  
Board  
Productions**

Company Registration No: 12591996

**2022/23 Sponsorship Pack**

# **OUR PROJECTS AND EVENTS**

**As part of the work of Drawing Board Productions CIC to support and connect all sectors of a local community, a calendar of community-focused projects and events are planned each year.**

**Events are free for local residents to enjoy, helping to raise visibility and footfall around a local area, and they simply would not happen without the support of businesses sponsors.**

**All events are widely publicised through promotional literature, within the relevant 'Post' publication for the area, over the social media channels and website.**

# Calendar of Events

## **Spring/Summer**

- **Heatons & Reddish Easter Trail**
- **Heatons & Reddish in Bloom**
- **Heatons SummerFest**
- **Art Sculpture Trail - Heatons, Reddish, Cheadle, Didsbury and Chorlton**

## **Autumn/Winter**

- **Heart of the Heatons**
- **Halloween Trail - Heatons & Reddish, Cheadle & Gatley**
- **Heatons ChristmasFest**

# EASTER TRAIL

Shops across a local shopping area create an Easter display for their shop window over the Easter school holiday. Trail sheets will guide children around participating shops where they can enjoy the displays and note down the letter in each window to answer an Easter-themed riddle.

## **Sponsorship Package**

Company logo on:

- Event banners
- Trail sheets
- Window signs for each participating shop
- Event advertisements in the relevant Post newspaper
- Easter Trail page on the relevant Post website
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

**Sponsorship Package:** £500

**Number available:** 4

## **Additional Opportunity**

Option to provide branded pens for children to use to complete the Trail sheet.

**[heatonspost.co.uk/easter-trail/](https://heatonspost.co.uk/easter-trail/)**

# HEATONS AND REDDISH IN BLOOM

Aiming to bring colour and a visual impact back to our local shopping areas throughout the summer, Heatons and Reddish in Bloom encourages and facilitates shops to install planters/window baskets/wall baskets/hanging baskets to the front of their premises. In addition, free standing planters will gradually be installed around shopping areas where footpath space allows.

## **Sponsorship Package**

Company logo on:

- Event Banners
- Event leaflet guide
- Advertisements in Heatons Post newspaper
- Heatons & Reddish In Bloom page on the Heatons Post website
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

**Sponsorship Package:** £500

**Number available:** 4

**[heatonspost.co.uk/heatons-reddish-in-bloom/](https://heatonspost.co.uk/heatons-reddish-in-bloom/)**

# Art Sculpture Trail

Animal sculptures will be decorated by local artists and installed within venues across areas currently covered by a 'Post' publications during the summer of 2023 to create a summer-long art trail.

## Sponsorship Package 1

Company logo on:

- Event Banners
- Event Maps
- Signage at each sculpture
- Project advertisements in all relevant Post newspapers
- Animal Trail page on all relevant Post websites
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

**Sponsorship Package:** £500

**Number available:** 10

## Sponsorship Package 2

- Buy an animal sculpture and choose a venue for its location during the trail
- Work alongside the artist to formulate a design
- Business name on the sculpture's plaque
- Once the trail has ended, the sculpture is yours.
- Promotion in all relevant 'Posts' and Social Media

**Sponsorship Package:** £800

**Number available:** 10+

**[heatonspost.co.uk/reddish-roaring/](https://heatonspost.co.uk/reddish-roaring/)**

# SummerFest

SummerFest takes place in Heaton Moor Park in July of each year.

This free family-friendly, community-focused event sees a range of entertainment throughout the day including traditional fete games, activity taster sessions, sport taster sessions, music, food, market stalls and more!

Each year, this event attracts 8,000+ over the course of the day.

## **Sponsorship Package**

Company logo on:

- Event Banners
- Printed Event Programme
- SummerFest page on the Heatons Post website
- Festival advertisements in Heatons Post newspaper
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn
- Includes a complimentary business stall space and the option to run a taster session where relevant

**Sponsorship Package:** £500

**Number available:** 12

**[heatonspost.co.uk/summerfest-2023/](https://heatonspost.co.uk/summerfest-2023/)**

# HEART OF THE HEATONS

A celebration of arts and culture across the Heatons  
A 10 day event at the beginning of October

## **Sponsorship Package**

Company logo on:

- Event banners
- Event programme
- Festival advertisements in Heatons Post newspaper and Arts & Culture Stockport
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

**Sponsorship Package: £500**

**Number available: 4**

**[heartoftheheatons.com](http://heartoftheheatons.com)**



# HALLOWEEN TRAIL

Shops across a local shopping area create a Halloween display for their shop window over the October school half-term. Trail sheets will guide children around participating shops where they can enjoy the displays and note down the letter in each window to answer a Halloween-themed riddle.

## **Sponsorship Package**

Company logo on:

- Event banners
- Trail sheets
- Window signs for each participating shop
- Event advertisements in the relevant Post newspaper
- Halloween Trail page on the relevant Post website
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

**Sponsorship Package:** £500

**Number available:** 4

## **Additional Opportunity**

Option to provide branded pens for children to use to complete the Trail sheet.

**[heatonspost.co.uk/halloween-trail/](https://heatonspost.co.uk/halloween-trail/)**

# CHRISTMASFEST

ChristmasFest launches the festive season in the Heatons with Santa in his cosy grotto at Heatons Post Hub, Heaton Moor Christmas Market on Shaw Road, a lantern parade and carols at St Paul's Church. It's a full day of festive fun for the whole community to enjoy.

## **Sponsorship Package**

Company logo on:

- Event banners
- Printed Event Programme
- Festival advertisements in Heatons Post newspaper
- ChristmasFest page on the Heatons Post website
- Social Media posts across Facebook, Twitter, Instagram and LinkedIn

## **Additional Opportunity**

Option to provide branded gifts for Santa to hand out in the grotto!


**Sponsorship Package:** £500

**Number available:** 6


**[heatonspost.co.uk/christmasfest/](https://heatonspost.co.uk/christmasfest/)**




# Our Events

THROUGHOUT THE SUMMER

Brought to you by: 

## Heaton's & Reddish In Bloom



Plants donated by:  Supported by:  Sponsored by: 



## Easter Trail

Sponsored by: 

14 - 18  
April 2022



## Halloween Trail

Sponsored by: 

24 - 31  
October 2021



## SUMMERFEST

Heaton Moor Park  
Sunday 10 July

Sponsored by:



Sponsored by: 

## ChristmasFest

Sunday, 5 December 2021

Celebrating Community this Festive Season



# Ready to Sponsor a Community Event?

**Help support the continuation of free community events  
by becoming a business sponsor.**

**For more information and to purchase a sponsorship package,  
contact Mel on: 0161 511 3292  
or email: [mel@drawingboardproductions.co.uk](mailto:mel@drawingboardproductions.co.uk)**

**Thank you for your support!**

ICO Ref: ZB055879