

1620—2020
Mayflower
400™

Steering our future,
inspired by the past.



Sponsorship and
Commercial Opportunities

#Getonboard2020

About Mayflower 400

2020 marks the 400th anniversary of the sailing of the Mayflower from Plymouth UK to Plymouth Massachusetts.

This is a unique opportunity to commemorate the legacy of the passengers and crew who undertook the journey and to highlight their stories and heritage, which is embedded in communities across the UK, US, the Netherlands and the Wampanoag Nation.

Mayflower 400 champions the values of freedom, humanity, imagination and the future that informed the original journey, and which continue to be articulated in the special relationship between the UK, US and Netherlands.

At the same time, the commemoration will recognise the impact of the Mayflower's journey on Native American communities and address themes of colonialism and migration, providing an accurate, inclusive account of the Mayflower's legacy.

Together, we will draw inspiration from our past to steer our future – from now, to 2020 and for generations to come.



Illuminate and Thanksgiving Parade, Plymouth, UK

Why?

This landmark anniversary offers a unique opportunity to enter into a 12 month sponsorship programme from November 2019 to November 2020.

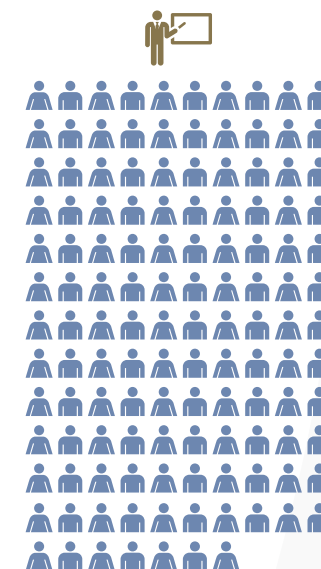
If you want to increase your revenue, build customer loyalty and brand awareness and/or improve your corporate social impact then Mayflower 400 could be the vehicle for your organisation. **Backed by government, lottery funding and YOU!**



1.7 million
We will attract an additional 1.7 million visitor trips



£104m
Expected to generate an economic uplift of £104m



127,000
Targeting 940 schools across the partnership totalling around 127,000 students

Key events include:

- Illuminate 2019 – Launch of the year of Mayflower**
28 November– 01 December 2019
 Light-based festival with projections at Royal William Yard and The Barbican marking the start of the anniversary year. Free for all the family
- Mayflower Sports Week**
21–29 March 2020
 In association with Plymouth Argyle, Plymouth Albion and Plymouth Raiders
- The Box**
Opening Spring 2020
 Plymouth's flagship cultural visitor attraction, launching with the national exhibition 'Mayflower 400: Legend & Legacy'
- Market Hall**
Opening Spring 2020
 A cutting-edge space for digital skills, research, learning and entertainment, including a 15m diameter immersive dome theatre
- The 400 – Le Navet Bete**
Summer 2020
 A comedy take on the special relationship between the US and UK at the Barbican Theatre
- Flavour Fest**
May 2020
 The biggest food and drink festival in the south west, attracting more than 100,000 visitors to Plymouth
- OSTAR 2020**
May 2020
 The Original Single-Handed Transatlantic Race
- Plymouth Pirates Weekend**
May 2020
 This award-winning family event, run by Plymouth Waterfront Partnership, returns to Plymouth's waterfront and promises a great adventure-filled day out
- Marine Tech Expo**
June 2020
 An industry platform to showcase, network and collaborate with the world class marine technologies being developed in the area
- This Land**
15–21 June 2020
 Community led theatre production involving Seth Lakeman and people on both sides of the Atlantic exploring the Mayflower story at Theatre Royal Plymouth
- Settlement**
6 July–2 August 2020
 Creative event in Central Park by 27 Native Americans. Free for all the family
- 'Roots Up!' by Street Factory**
25 July 2020
 Take part in a free, mass street dance reaching from The Barbican to The Hoe
- British Fireworks Championships**
August 2020
 The annual national championships showcasing the six top fireworks companies over a two night spectacular
- Plymouth Seafood Festival**
September 2020
 The festival is a vibrant celebration of the incredible sustainably caught fresh fish and seafood on offer in Britain's Ocean City, along with entertainment and music throughout the day
- Public Art Installation**
1–30 September 2020
 A monumental scale public art installation appearing in Plymouth
- Mayflower Week**
14–20 September 2020
 A public ceremony, field gun competition, rehabilitation triathlon and Mayflower Muster
- Mayflower 400 Community Sparks Fund Projects**
2019–2020
 Community workshops, events, music, theatre, dance and storytelling

In addition we have a full programme of cultural, education, sport, tourism and faith based events; alongside a volunteering programme that will support all aspects of Mayflower 400.

Opportunities are available to sponsor our key events – please contact Sarah Walters on **01752 304582** or email **sarah.walters@plymouth.gov.uk** to discuss in more detail.



Sponsorship & Commercial Opportunities

Mayflower 400 is a cultural and community events programme with the potential to bring immeasurable benefits to the city of Plymouth, but we need the backing of our business community to make the biggest impact.

By becoming a sponsor of the programme at any level, you will be supporting the marketing and promotion of the year-long events programme, helping to change perceptions of our amazing city and giving exposure to global audiences.

Sponsorship benefits include:

- Growing brand awareness
- Building consumer preference
- Fostering brand loyalty

- Driving sales
- Increasing reach to target demographic
- Creating positive publicity
- Generating new business leads
- Enhancing corporate social value

The following sponsorship opportunities can be taken as individual packages, or in conjunction with sponsorship of one of our key events.

All levels of sponsorship can be based on cash value or in kind contributions.

Please contact Sarah Walters on **01752 304582** or email **sarah.walters@plymouth.gov.uk** to discuss the best fit for your company.

Founder Sponsor – Plymouth £30k + VAT

This level of sponsorship recognises your company as a Founder Sponsor, offering the highest level of VIP benefits as well as maximum brand exposure through the website, marketing channels and social media.

Benefits:

- Logo featured on Plymouth section of Mayflower 400 website
- Company profile, logo and web link on Plymouth Founder section of Mayflower 400 website
- Rights to use Mayflower 400 lock-up logo on your website / collateral

- Invites to key dinners and networking events
- Access to VIP tickets for sports and cultural events
- Access to VIP corporate hospitality at Plymouth's Mayflower 400 signature events
- Advertorial in city wide and regional newsletter
- Social media mentions – 6 posts across the year as part of an agreed plan
- Mayflower 400 merchandise
- Framed Mayflower 400 certificate as Founder Sponsor



Sponsorship & Commercial Opportunities (cont)

Local Sponsor – Plymouth £10k + VAT

This package recognises your company as a Local Sponsor for Plymouth based activity, giving you access to corporate hospitality at signature events as well as brand promotion through the website and social media.

Benefits:

- Company profile, logo and web link on Plymouth Sponsors section of Mayflower 400 website
- Rights to use Mayflower 400 lock-up logo on your website / collateral

- Access to VIP corporate hospitality at Plymouth's Mayflower 400 signature events
- Social media mentions – 4 posts across the year as part of an agreed plan
- Mayflower 400 merchandise
- Framed Mayflower 400 certificate as Plymouth Sponsor



Friend of Mayflower 400 £1k + VAT

Friends of Mayflower support the marketing and promotion of the events programme throughout the year, allowing us to bring the programme to life.

Benefits:

- Company listing on Supporter section of Mayflower 400 website
- Right to use Friend of Mayflower single logo on website only
- Social media mentions – 1 x welcome mention
- Mayflower 400 merchandise
- Framed Mayflower 400 certificate as Friend of Mayflower 400



Culture – Bespoke Sponsorship

A game changing year of over 400 events. A chance to explore the contemporary relevance of Mayflower 400 and connect with communities.

Including:

- **Stories & Shells from Native America touring exhibition**
A nationally touring exhibition that will acknowledge our cultural connection to the Wampanoag people who met the Mayflower and ensured the survival of the English settlers
- **Roots Up! Hip Hop dance and culture festival**
Take part in a free, mass street dance reaching from The Barbican to The Hoe
- **Settlement of Central Park**
Art installation by 27 internationally renowned Native American artists
- **Illuminate Festival**
Light-based festival with projections at Royal William Yard and The Barbican

- marking the start and end of the anniversary year
- **Plymouth Pride**
A spectacular festival celebrating LGBT+ culture
- **This Land international theatre production**
Community led theatre production involving Seth Lakeman and people on both sides of the Atlantic exploring the Mayflower story at Theatre Royal Plymouth



Mayflower 400 Community Sparks Fund

The Mayflower 400 Community Sparks Fund gives individuals and grass-roots organisations in Plymouth the opportunity to access funding to help them do something special for their community for 2020.



Funded projects include:

- Friends Across the Sea – a transatlantic art project for older people in Plymouth UK and Plymouth Massachusetts
- Mayflower Postcard Exchange and Exhibition
- Sounds of the Ocean City – a new celebratory choral work produced by North Prospect Community Choir

Get in touch to discuss overall sponsorship of the Community Sparks programme.

Education – Bespoke Sponsorship

Mayflower 400 citizenship project

Headline sponsorship of the **'I am Plymouth'** event, reaching every school in the city, the youth parliament, MP's and council leaders. This will lead to the creation of a 2020 Compact, setting out a series of values we should aspire to as a city through 2020 and beyond.

Plus opportunities to sponsor:

- CaterEd's special thanksgiving week meals
- The Mayflower Anthology
- The Young City Laureate competition
- Mayflower Legacy Young People's Choir



Sport – Bespoke Sponsorship

Delivered by Argyle Community Trust, who have an exceptional track record of community engagement.

- £10k p/a Community Sports Fund for local organisations to run their own Mayflower activity
- The Mayflower Sports Week, supported by Plymouth Argyle, Plymouth Raiders and Plymouth Albion, incorporating a range of activities to get young people involved in sports
- A nationally aligned sports offer, with cross-partnership events in development

- Engagement with the health and wellbeing sector, helping to create a healthier city through to 2020 and beyond



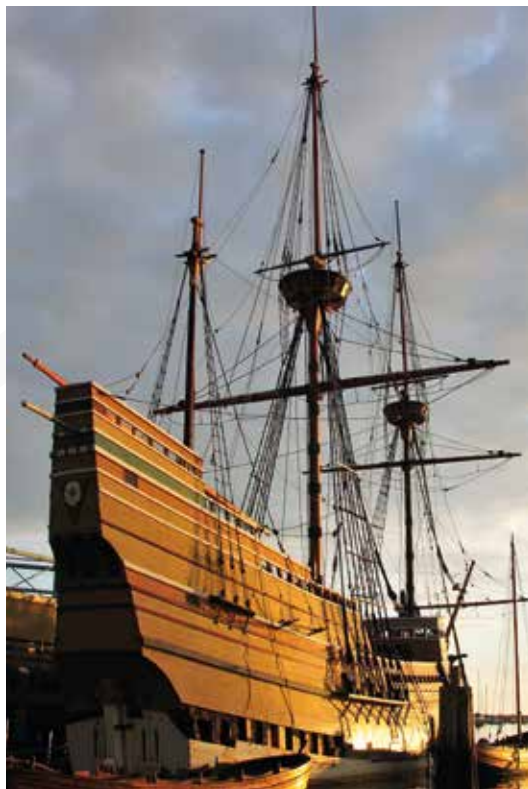
Volunteering – Bespoke Sponsorship

Mayflower Makers – Plymouth

We're aiming to train at least 400 Mayflower Makers in Plymouth to contribute 100,000 volunteer hours between now and the end of 2020. Makers will be our Ambassadors, raising awareness and helping others to participate in Mayflower 400, as well as supporting events and wider activity to help make sure everyone has a great experience of Plymouth.

Over 200 people have attended the Mayflower Maker introductory session, with courses running on a monthly basis.

The Mayflower Makers kit, which each volunteer will receive, is sponsored by Plymouth Citybus, and there is scope for further sponsors to support the delivery of the volunteer programme.



Contact

All packages can be tailored to your business objectives to ensure the opportunities are relevant, personal and add value to your organisation.

www.mayflower400uk.org

Contact us for more information:

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for Culture
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And our Plymouth Founder Partners



**South West
Water**

PRINCESS
CRAFTED IN PLYMOUTH, ENGLAND

**British
Land**

city bus
PLYMOUTH



**SUTTON
HARBOUR**
SUTTON HARBOUR RESORT

Brittany Ferries

TRP Theatre
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Plymouth



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