

Eid

IN THE PARK

Sponsorship Pack 2016



The Ark

Introduction

Noah's Ark is a registered charity, established in 1996, as a community development organization by a group of individuals seeking to serve the Muslim community of Glasgow.

Our vision is to build a confident, creative and innovative Muslim community that contributes to a stronger Scottish society.

The Ark will establish the first Media and Enterprise Hub to be aimed at Scotland's Muslim community.

The objective of this new hub will be to provide a range of unique services, supporting the Muslim community through youth training initiatives, support, networking and flexible space, within the fields of community development, media and enterprise.

By harnessing and channelling the creativity of today's youth, The Ark will help empower a new generation

Eid in the Park is an Ark Events project



Eid in the Park

- 40,000 Muslims in Greater Glasgow
- The most diverse niche communities
- Eid ul Fitr: The Muslim festival of the year
- Celebrating the end of Ramadhan
- Attracting a vibrancy of cultures and languages
- Maxwell Park in the heart of the community

Eid in the Park is in its second fantastic year, promising even more fun filled activities for families to enjoy. This year Eid in the Park is aiming to be even bigger.

Attracting more people and offering a larger variety of activities and stalls, from service providers to public bodies, from books to bites. With a food marquee offering tastes from around the Muslim world.

As well as a host of inflatable rides and bouncy castles, the Eid in the Park event will have something for everyone guaranteeing a joyous day out for all the family, in the heat of the summer. Can you afford to miss out?

- Eid in the Park is becoming the most important Muslim festival in Glasgow
- Providing a fantastic family atmosphere in the open air
- Be part of the celebrations and reap the rewards
- Unrivalled exposure to a niche and hard to reach audience
- Showcase your brand direct to the community that matters
- Scotland's only outdoor event catering for Muslims

Marketing & Advertisement

Eid in the Park will be promoted through:

- Pre Ramadhan marketing campaign
- Extensive advertising on Radio Ramadhan
- Social media
- Local newspapers
- Leafleting: targeting shops, centres, mosques
- Other local radio stations
- Website

Sponsorship Packages

Diamond

As an exclusive sponsor your company will benefit from the following:

- Exclusive Event Partner status
- Unique association with Eid in the Park in all marketing and publicity
- Sponsorship and association with an area of the Park of your choice
- 3 minute speech at opening ceremony by representative of your company
- Branding on all key publicity material including: mailshots sent out across Scotland
- Visual prominence of company logo on rolling video screens and event brochure
- Full page advert in event brochure
- Your company stand and livery displayed at entrance
- Complimentary food and drinks for 10 delegates from Ark Food marquee
- Prominent stall located in main visitors area
- Open access for your company reps to interact with revelers throughout event
- Company logo on Visit Scotland webpage which attracts over 13 million visitors
- Your advert on Radio Ramadhan 8 times a day for the entire month
- Promotion on FB & Twitter and Radio Ramadhan & The Ark websites

Cost £10,000

Platinum

Benefits as a sponsor (For up to 2 sponsors):

- Stall in main visitor area
- Branding on key publicity material including: mailshots sent out across Scotland
- Full page advert in event brochure
- Complimentary food for 10 delegates from Ark Food Marquee
- Promotion on Radio Ramadhan 6 times a day for the entire month
- Promotion on FB & Twitter and Radio Ramadhan & The Ark websites

Cost £5,000

Gold

Benefits as a sponsor:

- Stall in Bazaar area
- Complimentary food for 5 delegates from Ark Food Marquee
- Branding on key publicity material including: mailshots sent out across Scotland
- 1/2 page advert in event brochure
- Promotion on Radio Ramadhan 4 times a day for the entire month
- Promotion on FB & Twitter and Radio Ramadhan & The Ark websites

Cost £2,500

Silver

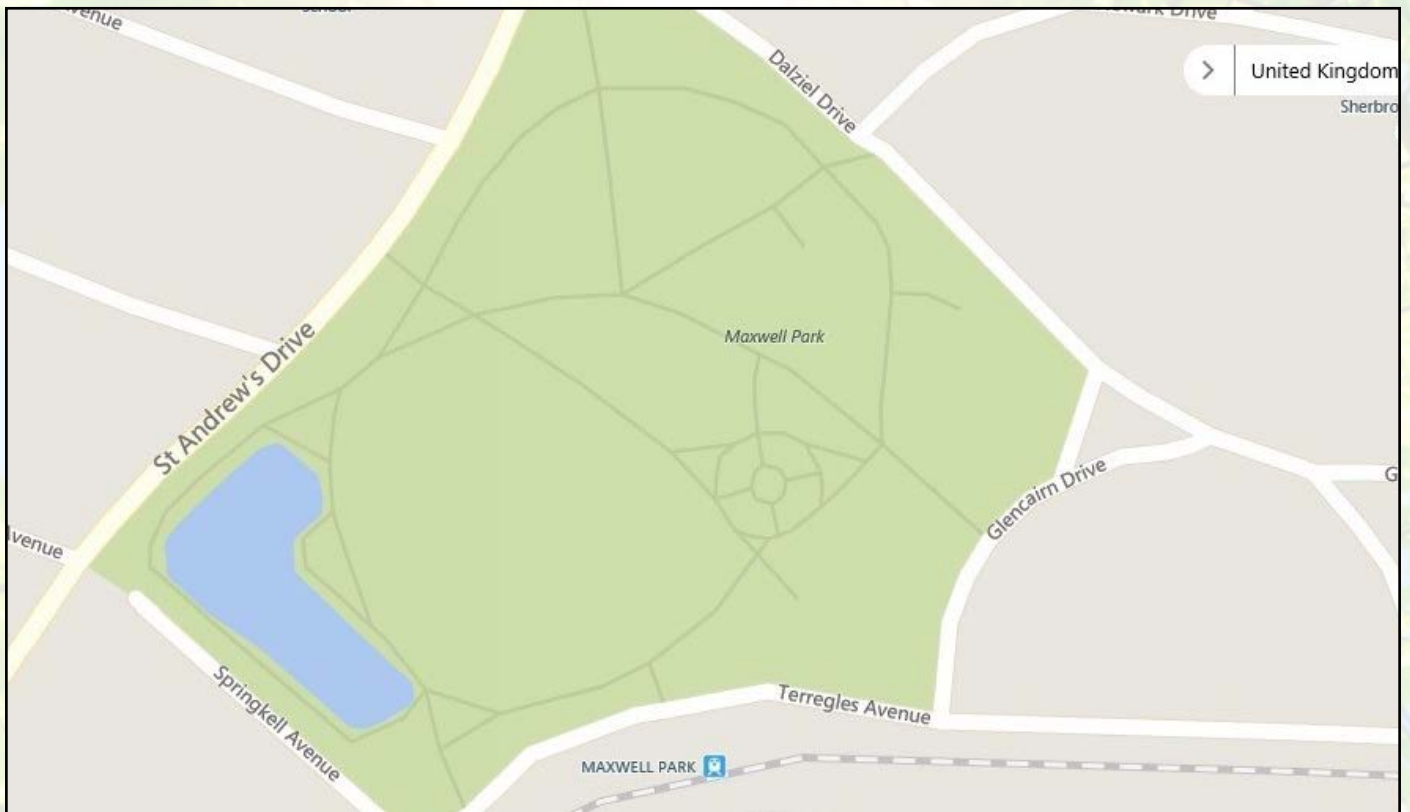
Benefits as a sponsor:

- Stall in Bazaar area
- Visual prominence of company logo on rolling video screens
- Your company will receive tickets for 2 delegates for entry and food
- Branding on selected publicity material
- ¼ page advert in event brochure
- Promotion on FB & Twitter and Radio Ramadhan & The Ark websites

Cost £500



Maxwell Park



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