



Our Space Walsall Sponsorship Packages



*Opportunities for Your Business to Showcase in Walsall
Parks and Support Health and Wellbeing of the Local
Community*

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Our Space sponsorship packages will help enhance and restore greenspaces, ensuring the development of park's natural beauty for the benefit of our community. Walsall Council are approaching local businesses like yours to build on existing park improvements and at the same time bring businesses and communities together. It is important to restore nature for future generations and your organisation could play its part in achieving this.

This initiative is being developed through funding from the National Lottery Community Fund, National Lottery Heritage Fund and NESTA. The main focus of this project is to test methods for connecting local businesses with communities.

Our Space Sponsorship Benefits

Benefit to your organisation – Raised profile of your organisation as it helps support improvements to both the environment and the local community's health and wellbeing.

Your organisation will also receive positive exposure through the council social media with over 13,000 followers on Facebook and over 33,000 followers on Twitter, including over 2000 followers on the Business to Business twitter page. Your company's brand will be also be seen by nearly 3 million of people who visit Walsall parks every year.

Benefit to your employees – Staff who live locally will benefit from improvements to Walsall parks.

What are the packages offering?

The concept behind Our Space sponsorship is that packages are focused on the six parks (Arboretum, Kings Hill, Palfrey, Reedswood, Aldridge Airport, Willenhall) with the greatest footfall ensuring that your organisation receives as much recognition as possible for supporting Walsall Parks. All income generated will be re-invested back into all local green spaces providing an amazing place to live and work for residents and employees respectively.

There are two main options for Our Space Sponsorship. Firstly, partial sponsorship, where your company's information will be displayed by one of the park facilities of your choice. Secondly, complete park sponsorship, where your company's information will be displayed at the main entrance of the park and across a range of park facilities, this would represent an exclusive advertisement for your organisation.



If you would be interested in Our Space sponsorship, please have a look at the options outlined below. If you feel that you would prefer another sponsorship option then please contact us to discuss.

If you would like to sponsor one of our parks' events, your organisation logo will be used on all print, web and social media promotion alongside verbal acknowledgements during the event. If you are interested in event sponsorship, please talk to us about possibilities.

Draft Version 2



Complete/ Partial Park Our Space Sponsorship (6 months)

Sponsor Benefit		Arboretum	Palfrey	Reedswood	Willenhall	Aldridge Airport	Kings Hill
Footfall		703,044.00	815,802.00	373,625.00	830,988.00	TBC	TBC
	Main Park Entrance	✓ £ 4000	✓ £ 2000	✓ £ 2000	✓ £ 2000	✓ £ 2000	✓ £ 2000
	Community Building/ Pavilion	✓ £ 2000	✓ £ 1000	N/A N/A	✓ £ 1000	? N/A	✓ £ 1000
	Playground	✓ £ 500	✓ £ 400	✓ £ 400	✓ £ 400	✓ £ 400	✓ £ 400
	Outdoor Gym	N/A N/A	✓ £ 400	✓ £ 400	✓ £ 400	N/A N/A	✓ £ 400
	Band Stand	✓ £ 500	✓ £ 400	N/A N/A	✓ £ 400	N/A N/A	N/A N/A
	Notice Boards	✓ £ 300	✓ £ 250	✓ £ 250	✓ £ 250	✓ £ 250	✓ £ 250
	Complete Exclusive Sponsor	£ 5,000	£ 4,450	£ 3,050	£ 4,450	£ 2,650	£ 4,050



How will Our Space sponsorship be used?

Sponsorship funding will be used for the following; list and

- ❖ Playgrounds fencing
- ❖ Improvement of toilet facilities
- ❖ Bridge building
- ❖ Creation of Wild Meadows
- ❖ Infrastructure (birds/bats boxes, benches, paths, etc.)

Please note this is not an exhaustive list. Once your organisation's contribution has been used, we will let you know how your money have been used in order to improve our green spaces.

How to apply to be an Our Space Sponsor?

Walsall Council are looking for sponsors whose values and work activities compliment Walsall Council corporate priorities. If you are interested in Our Space Sponsorship Please complete the application form on [www.....](#)

If you have any questions or would like further details please contact us at healthyspaces@walsall.gov.uk or at XXX.

If sponsorship is not something your organisation would consider, please have a look at Our Space Corporate Social Responsibility (CSR) packages, which include Corporate Volunteering activities as well.