

# BUSINESS PARTNERSHIP

## Thirsk Festival 2007

The Partnership is a voluntary organisation bringing together the various elements of business activity in Thirsk to interact with one another and with the community.

It will assist in co-ordinating the regeneration of Thirsk, encouraging co-operation between key players to drive forward plans to improve both commercial and community activity and promote the image of Thirsk through events and festivals.

**The Partnership aims to keep the HEART beating in Thirsk by:**

- improving the experience for everyone who lives, works or visits the town by creating a lively environment through enhancing a town culture of excellence and continued improvement.

For further details contact.

Geraint Williams  
Thirsk Festival & Events Co-ordinator  
49b Market Place, Thirsk. YO7 1 HA  
Telephone 01845 523343  
Mobile 07985 204 335  
E-mail [geraint@thirskevents.co.uk](mailto:geraint@thirskevents.co.uk)

 **HAMBLETON**  
Strategic Partnership

 **Thirsk**  
Regeneration Initiative



# MARKETING INITIATIVE

# Thirsk Festival 2007

## Business Partnership.

The Marketing Initiative is designed to develop and promote the image of Thirsk through events/festivals advertising and promotions. The prime vehicle for delivering the Initiative will be through its own website [thirskfestival.towntalk](http://thirskfestival.towntalk) a member of a national website of towns in the UK.

A target budget of £50,000 a year for three years is being sought through a series of membership schemes offered to businesses in Thirsk and the surrounding area.

The Membership scheme offers four levels of entry, Platinum, Gold, Silver and Bronze, which are designed to suit all levels of businesses from the small independent to major companies.

There is in addition the opportunity for one Platinum+ membership to sponsor the web site.

The Membership scheme offers all participants gateway pages on the website with links to company/business websites.

The marketing programme will involve the development of at least one new Festival in the town every year to showcase Thirsk and attract new customers and visitors.

The Initiative will also give added support to existing Town events.

Promotions and competitions will encourage customers to visit and use [towntalk](http://thirskfestival.towntalk) as well as visiting the Thirsk.

**BUDGET**  
£50,000

**Events**  
£20,000

**Advertising**  
£20,000

**Promotions**  
£10,000

Festivals  
Celebration of Farming  
Youth, Church, Fireworks, Other Cultural, Biker  
Christmas etc.

Festival Magazine  
Mini Guides  
Posters  
Press & Radio

Towntalk  
Promotions  
Competitions

 **HAMBLETON**  
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 **Thirsk**  
Regeneration Initiative



# MEMBERSHIP SCHEME

## Thirsk Festival 2007

### Business Partnership.

#### PLATINUM +

**£3,000** includes

- Sole sponsorship of the opening page of Thirsk towntalk.

Gateway page for your company in the business listing sector and an automatic link to your company website.

- Company logo on posters and publicity material for events etc.

#### PLATINUM

**Membership £2,000**

includes:

- Sponsorship of a home page button on the Thirsk towntalk website.

Gateway page in the business listing sector and an automatic link to your company website.

- Company logo on posters and publicity material for events etc

(Sector sponsorship allocated on request on first come first served basis)

#### GOLD

**Membership £500**

includes:

Gateway page for your company in the business listing sector on the Thirsk Towntalk website with an automatic link to your company website.

A 'web key' to change the data and information on your gateway page.

#### SILVER

**Membership £100**

includes:

Gateway page for your company in the business listing sector on the Thirsk Towntalk website with an automatic link to your company website.

#### BRONZE

**Membership £50**

includes:

(Available to businesses employing three or less people.)

Gateway page for your company in the business listing sector on the Thirsk towntalk website with an automatic link to your company website.



PLATINUM + MEMBERSHIP

# Thirsk Festival 2007

## Business Partnership.

I wish to subscribe to the Platinum+ Membership of £3,000 per annum for a minimum period of three years.

In return I will receive the sole sponsorship of the opening page of Thirsk town talk as well as a gateway page for my company in the business listing sector and an automatic link to my company web site.

My company logo will also be on posters and publicity material for events etc.

**PLEASE INVOICE ME FOR THE SUM OF £3,000**

BUSINESS NAME	
ADDRESS	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
CONTACT NAME	
POSITION	
SIGNATURE	
DATE	

Please return to:- Geraint Williams  
Thirsk Festival & Events Co-ordinator  
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Mobile 07985 204 335  
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# PLATINUM MEMBERSHIP

## Thirsk Festival 2007

### Business Partnership.

I wish to subscribe to the Platinum Membership of £2,000 per annum for a minimum period of three years.

In return I will receive a sponsorship of a home page button on the Thirsk towntalk website as well as a gateway page for my company in the business listing sector and an automatic link to my company website.

My company logo will also be on posters and publicity material for events etc.

**PLEASE INVOICE ME FOR THE SUM OF £2,000**

BUSINESS NAME	
ADDRESS	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
CONTACT NAME	
POSITION	
SIGNATURE	
DATE	

Please return to:-

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# GOLD MEMBERSHIP

# Thirsk Festival 2007

## Business Partnership.

I wish to subscribe to the Gold Membership of £500 per annum for a minimum period of three years.

In return I will receive a gateway page for my company in the business listing sector of the Thirsk Towntalk website with an automatic link to my company website.

Additionally I will receive a web key to change the data and information on my gateway page.

**PLEASE INVOICE ME FOR THE SUM OF £500**

BUSINESS NAME	
ADDRESS	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
CONTACT NAME	
POSITION	
SIGNATURE	
DATE	

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# SILVER MEMBERSHIP

# Thirsk Festival 2007

## Business Partnership.

I wish to subscribe to the Silver Membership of £100 per annum for a minimum period of three years.

In return I will receive a gateway page for my company in the business listing sector of the Thirsk town talk website with an automatic link to my company website.

**PLEASE INVOICE ME FOR THE SUM OF £100**

BUSINESS NAME	
ADDRESS	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
CONTACT NAME	
POSITION	
SIGNATURE	
DATE	

Please return to:-

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# Bronze MEMBERSHIP

# Thirsk Festival 2007

## Business Partnership.

I wish to subscribe to the Bronze Membership of £50 per annum for a minimum period of three years.

In return I will receive a gateway page for my company in the business listing sector of the Thirsk towntalk website with an automatic link to my company website.

I qualify for this membership as my company employs three or less people.

**PLEASE INVOICE ME FOR THE SUM OF £50**

BUSINESS NAME	
ADDRESS	
POST CODE	
TELEPHONE NUMBER	
E-MAIL	
CONTACT NAME	
POSITION	
SIGNATURE	
DATE	

Please return to:-

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