

breeze on tour

Sponsorship and partner opportunities



www.breezeleeds.org



Introduction

Breeze is a brand for young people in Leeds under 19 (25 for young people with disabilities). It has been established for over 10 years and developed with young people for young people. Through a free membership scheme it offers and communicates the leisure opportunities available from all providers across the city throughout the year. Today there are over 163,000 Breezecard members and in the summer Breeze goes on tour!

The Breeze summer package is recognised by Local Authorities across the country as being unique and ground breaking, reaching between 20,000 – 30,000 young people and their families each summer.

Breeze on Tour

Breeze on Tour is a series of fantastic outdoor events held across Leeds for young people during the summer holiday, providing a mind boggling array of exciting things to do. From our range of action adventure inflatable equipment to break dance, circus skills, rock climbing, film making, DJ'ing, go-karting, our very own Breeze has Talent competition and every kind of sporting discipline, there really is something for everyone. The events enable young people to taste, develop and demonstrate their talents. We believe that in a child friendly city every young person has a right to participate in a wide range of enjoyable leisure activities through which they can discover and nurture their talent.

We want young people in our city to grow up feeling safe and part of a community that cares.

This is your chance to be at the heart of a community that's having a great day out...



What will Breeze do for you?



- ◆ Bring your brand to families over 10 major events over summer through inside branding.
- ◆ Promotion through local press, media coverage and advertising.
- ◆ Publish your logo on www.breezeleeds.org website and a weblink to your site.
- ◆ Opportunities to sponsor specific zones (Arts / Sport / Play / Challenge).
- ◆ Build brand confidence and community relationships through your information stalls, tasters and giveaways.
- ◆ Get feedback through consultations with an audience who will tell you exactly what they think.
- ◆ Team building and volunteering opportunities for your staff.
- ◆ Great deals on inflatable hire for corporate events.



Partner benefits – reaching a new audience

- ◆ Our purpose built website Breezeleeds.org is regularly visited by over 40,000 young people.
- ◆ Every school child in Leeds over 8 years old will receive Breeze on Tour information containing your logo.
- ◆ We work with all young people in Leeds, including those with the most challenging lives such as Looked After Children, through Breeze on Tour you can connect with all of them.
- ◆ We will include your brand on our Schools TV communications.
- ◆ Outdoor advertising around Leeds will shout Breeze on Tour with your logo right there.
- ◆ We also advertise through other media channels including cinema and print media.
- ◆ Posters featuring your logo will appear in all schools, and over 139 other venues in Leeds including Libraries, Youth Centres, Leisure Centres, Children’s Centres, One Stop Centres.
- ◆ An option to include your logos on our staff uniforms .



Breeze on Tour 2011

- 27 & 28 July
- 3 & 4 August
- 10 & 11 August
- 17 & 18 August
- 24 & 25 August

Cross Flatts Park Beeston
Temple Newsam Park
Scott Hall Playing Fields
Armley Park
Kirkstall Abbey



Not enough? In between these events we host up to 15 smaller day events in pocket parks across Leeds, which could also be included in the sponsorship proposal. All of the printed information, inflatables and staff uniform will be present and on view at these events.

How to get involved

We would like to develop a wide range of business partnerships with organization's who are also keen to invest in the future of young people in Leeds.

There is an opportunity to sponsor an entire summer of events, specific zones within Breeze on Tour, specific events in your community or to be part of a consortium. We are also interested in exploring a longer term sponsorship deal, up to three years, which would include featuring the main sponsors branding on Breezecard - the access card given to every young person in Leeds.



For more information contact:

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www.breezeleeds.org/breezeontour