

Advertising, Sponsorship and Commercial Partnership Opportunities

The London Borough of Haringey



Outstanding for All Awards



Email Newsletters



Publications



Haringey People Magazine



Outdoor Advertising



Website Advertising



Initiatives & Magazines



Parks & Gardens



Haringey

An introduction

Haringey is a place of great opportunity, with enormous potential for growth – a growing economy, more and better housing and **flourishing communities**. We are part of one of the world's greatest cities and benefit hugely from that – but more than this we believe that, with our potential for growth, **we are the future of London.**

We are already home to institutions of national and international significance, including **Tottenham Hotspur** and **Alexandra Palace**. There are many great businesses, fast transport links into central London and to the M11 corridor. Our residents come from **many different cultures**, but our communities are comfortable with one another and get on well together.

We are home to some of London's **most desirable neighbourhoods**, but the variety of housing available means that people who **cannot afford other parts of the city have been able to make Haringey their home.**

All of this means Haringey is already a great place for families.

With us, you can reach

We are a **proactive council** and we want to see **all local businesses succeed**. We provide **cost effective, targeted promotional opportunities** which align with the goals and ambitions of your business. Whether it's focusing on young families, high net worth residents, or fellow local business owners, we have many print publications, digital media channels, public events and other opportunities (from hanging baskets to street signage) for you to consider.

267,540 residents
(51.1% male 49.9% female)
on your doorstep

84,000
people work
in Haringey*

10,650
enterprises
are based in Haringey*

* source 2013 Nomis

Advertising and sponsorship with us works

- **It has a greater reach than any other medium.** We can get your message out and about in the borough, delivering it to your target audience.
- A broad portfolio of prominent print, online, signage and event opportunities.
- **Excellent rates:** we want to support your business or organisation and your money is reinvested into council services.
- **Association with a large, trusted and recognised London borough council.**
- Unique, desirable and central locations.
- Varied demographic, ranging from retired professionals, to families and young workers.
- **Tailored packages to suit your company's promotional needs.**



Print opportunities

Haringey People

- **Haringey People** is a bi-monthly magazine delivered via direct mail to over **98,000 homes in the borough, more than any other local media.** There are also pick-up points at libraries and council offices.
- A **40 page publication** providing opportunities to advertise businesses, schools and services to your local community.
- *Haringey People* carries regular features on **the things that matter to local people, including education, crime prevention, community services, library and theatre news and sport,** providing further opportunities for businesses to convey their messages to audiences.
- **Haringey People** is also available online.
- Our advertisers report a **strong response**, with more people taking up their services, buying their products, or attending their events.
- With a choice of sizes and positions, your message is sure to reach its target audience.

Haringey People: advertising rates available on application.



87% of local residents say “this is our preferred method of keeping up to date with what is happening in the council”.

In Haringey

- **In Haringey** is a bi-monthly newsletter for council employees.
- Available to over 2,000 staff members via print or online.



Advertising starts from as little as £175+VAT





Tottenham News Team North Tottenham # Team Noel Park



- **Tottenham News, a bi-monthly 4 page newsletter** delivered via direct mail to more than **51,500 homes in the borough**, also available at pick-up points in libraries, council offices and sporting venues.
 - A popular newsletter keeping residents up-to-date with news and opportunities in their community.
 - **Tottenham News is also available online.**
-
- **Team North Tottenham** is a **bi-monthly A5 magazine** for Northumberland Park, Love Lane, Whitehall and Tenterden areas delivered via direct mail to over **6,000 residents with an additional 4,000 available at pick up points within the local community.**
 - *Team North Tottenham* has its own website, where news is updated regularly. www.teamnorthtottenham.com



Advertising starts from as little as £175+VAT

- **#Team Noel Park** is a **4 page newsletter** delivered via direct mail three times a year to more than **5,000 homes within the Noel Park constituency.**
- **Additional copies are available from pick up points throughout the Noel Park area.**
- A popular newsletter keeping residents up-to-date with news and opportunities in their community.
- A dedicated Facebook page for local news.
- Sponsorship and advertising packages are available for the forthcoming year's publications.

Holiday Fun What's On Black History Month



- **Holiday Fun is a 4 page leaflet** with information about activities for children and families during the school holidays.
- **Summer Fun is a bumper 48 page A5 booklet**, packed full of information on what is happening in the borough during the **6 weeks summer holidays**.
- Details of sport, arts and culture events in the community, from free to paid for courses.
- **5,000 copies delivered to all local children, with pick up points at local libraries and sporting venues.**
- *Holiday Fun* is also available online.

- **What's On** is a monthly 36 page booklet with information about events in the borough's libraries and Bruce Castle Museum.
- Packed full of information on events and groups for children and adults in your local library and museum, with over **1,500 copies available to pick up for free.**



- Every October, Haringey Council celebrates **Black History Month**, with a number of events, talks and productions.
- A 44 page booklet supports these events, with over **2,000 copies available to pick up free throughout the borough.**
- Information on *Black History Month* is also available online.

Advertising starts from as little as £200^{+VAT}

Digital opportunities

Haringey.gov.uk



Advertising rates are £10+VAT per 1,000 impressions (a minimum of 10,000). We recommend a package of 30,000 impressions (£300+VAT) per month.



- Attracting on average over **700,000 monthly page views**, our popular and informative website is used extensively by residents and visitors alike, providing an effective channel to engage with potential customers.
- Our website enables residents to access services online and provides comprehensive information about the local area.
- With pages ranging from pay, report, apply and business information, to services for residents and local democracy we are confident we have an **online platform to reach the audience you are targeting.**
- **We offer exclusivity by placing only one advertisement on any page.**
- Advertising provides a hyperlink direct to your website.

Haringey People Extra

- **Haringey People Extra** is a new weekly e-newsletter, which includes the latest news, local events and more from the borough.
- A growing number of residents are subscribing to this newsletter.
- A targeted email which can provide advertisers with a hyperlink direct to their site.



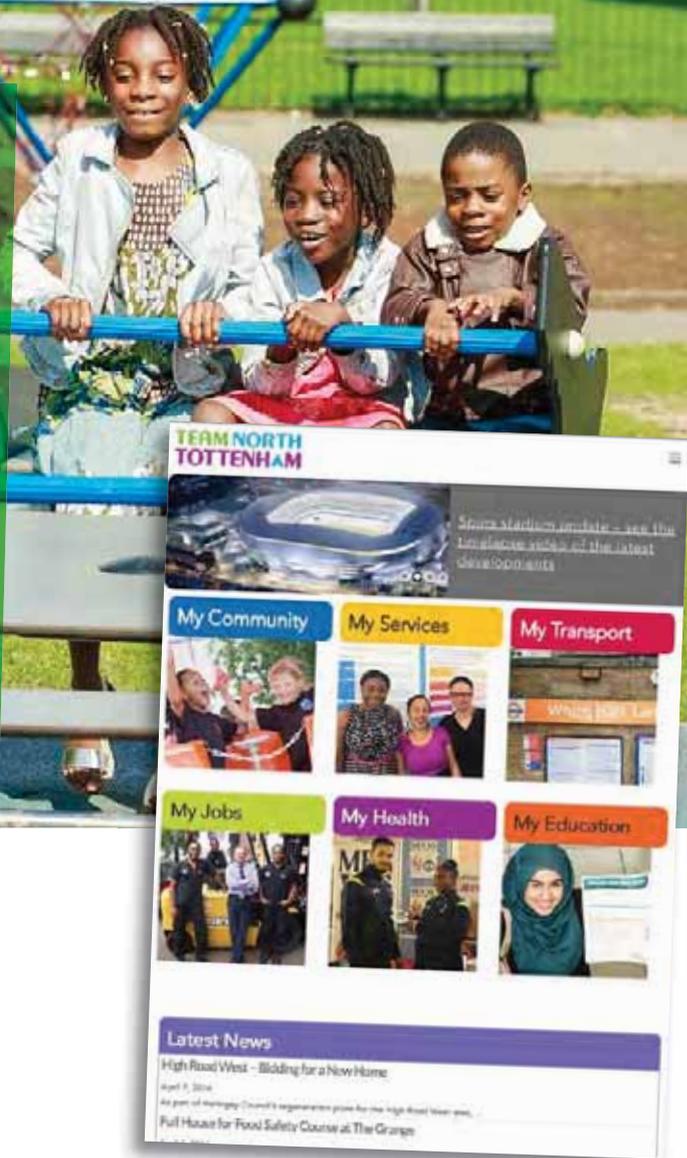
**Haringey People Extra:
price available on application.**



youth space teamnorthtottenham.com



Advertising rates available on application.



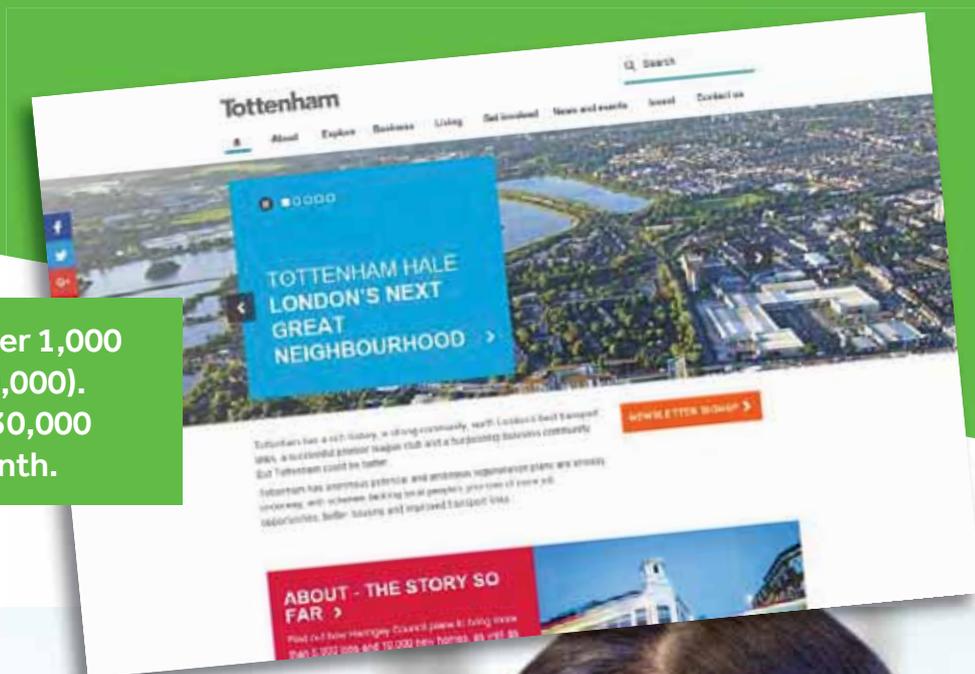
- **Youthspace.haringey.gov.uk** is a dedicated url for children and young adults in Haringey.
- Information ranges from jobs, education, news, crime and what's on.
- Youth space has its own social media links.

- **Teamnorthtottenham.com** is a dedicated website for the residents of North Tottenham. Providing up-to-date information on events, jobs, apprenticeships, education and latest news regarding the Tottenham regeneration project.

tottenham.london

- **Tottenham.london** is a new domain in the Haringey.gov family, giving residents and visitors information on what is happening in Tottenham and information on the regeneration.

Advertising rates are **£10+VAT** per 1,000 impressions (a minimum of 10,000). We recommend a package of 30,000 impressions (**£300+VAT**) per month.



Event and sponsorship opportunities

OFA awards



The Outstanding for All Awards (OFA) at Alexandra Palace brings together the individuals, teams, schools, businesses and community groups which are making Haringey a great place to live and learn.

Becoming a sponsor of *OFA* places your business right at the heart of the community, with over 400 pupils, parents, teachers, key political figures and local dignitaries set to attend the event.

In-kind sponsorship

We are always looking for sponsorship in-kind for any of the following areas:

- Raffle / quiz prizes
- Table decorations i.e. flowers / centre pieces
- Table favours
- Gifts for winners and runners-up

OUTSTANDING FOR ALL AWARDS



Award Sponsor: £1,000+VAT

- Company name in the title of award e.g. The Haringey schools mentor of the year, sponsored by <your company name>.
- Opportunity to present the award on the evening.
- Company name on your selected award certificates.
- Inclusion of company name/logo on category nomination forms (subject to timing of your commitment).
- Logo/company name and short profile on the OFA sponsor page (with hyperlink to your own website). Inclusion in press releases- distributed to local media pre and post event.
- Logo on relevant nominee invitations.
- Company name/ logo and short profile in the official event programme.
- Complimentary tickets for two guests to the awards evening.
- Option to reference your sponsorship in your own advertising and promotional material.

- Logo on nominee invitations (including a number of local VIPs).
- Complimentary tickets for two guests to the awards evening.
- Option to reference your sponsorship in your own advertising and promotional material.

Headline Sponsor: £6,000+VAT

- Company name in the title of the awards e.g. The Outstanding for All awards, sponsored by <your company name>.
- Opportunity to present an introduction to your company during the welcome speeches.
- Opportunity to present the lifetime achievement award on the evening.
- Company name on each award certificate.
- Inclusion of company name/logo on all nomination forms (subject to timing of your commitment).
- Logo/company name and short profile on the OFA sponsor page (with hyperlink to your own website). Inclusion in press releases- distributed to local media pre and post event.
- Opportunity for display stand/banner and flyers at the awards evening
- Company logo on the front cover and full page advert on the back cover of the event programme.
- Logo on nominee invitations (including a number of local VIPs).
- Complimentary tickets for four guests to the awards evening.
- Option to reference your sponsorship in your own advertising and promotional material.

Reception Sponsor: £3,000+VAT

- Company name on all tables, this table has been sponsored by <your company name>.
- Inclusion of company name/logo on category nomination forms (subject to timing of your commitment).
- Logo/company name and short profile on the OFA sponsor page (with hyperlink to your own website). Inclusion in press releases- distributed to local media pre and post event.
- Company name/ logo and short profile in the official event programme.
- Opportunity for display stand/banner and flyers at the awards evening.

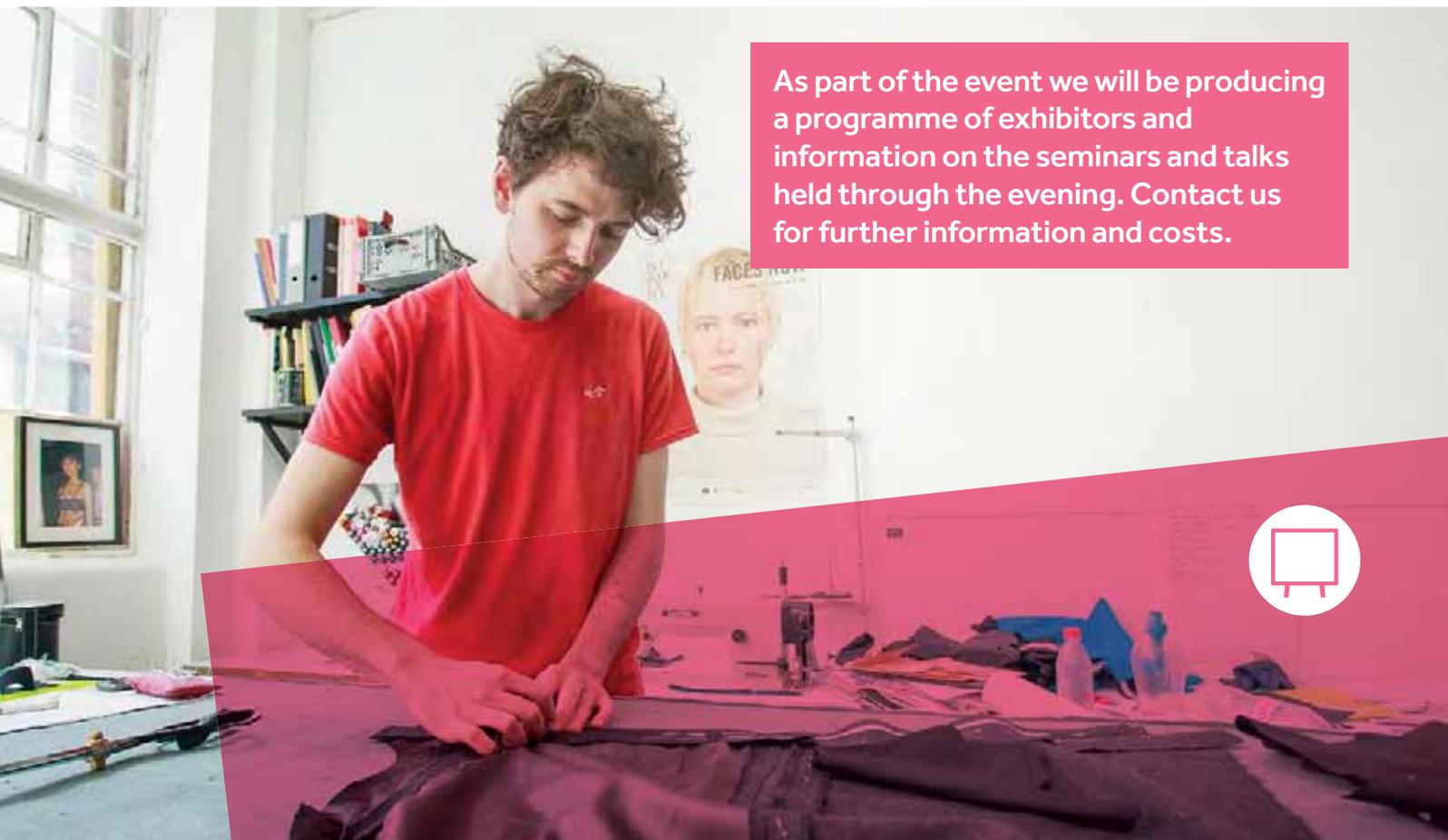
Options Careers Fair

Taking place at Alexandra Palace, the Options Careers Fair organised by Haringey Council will bring together employers, higher education providers and organisations offering apprenticeship opportunities to meet with 16 – 19 year old students who are considering their future options. Employers from a range of sectors including construction, fashion, retail and finance will attend. Advice and information sessions will also take place. The event will be open to all Haringey students, with advisors on hand to give guidance on different routes into work, information on how to apply for jobs and apprenticeship opportunities.

Headline sponsor:

£5,000+VAT

- Company name in the event title, eg, The Options Careers Fair, sponsored by <your company name>.
- Opportunity to present an introduction to your company during the event.
- Company logo on the front cover and full page advert on the back cover of the event programme.
- A display stand/banner in a prominent position with an opportunity to talk and collect cvs from prospective employees.
- Logo/company name and short profile on the Options Careers Fair page (with hyperlink to your own website).
- Inclusion in press releases – distributed to local media pre and post event.
- Option to reference your sponsorship in your own advertising and promotional material.



As part of the event we will be producing a programme of exhibitors and information on the seminars and talks held through the evening. Contact us for further information and costs.



Haringey People's Day

Stall holder opportunities: Price on application

- Food stalls
- Children's fun fair
- Face painting
- Bouncy castle
- Arts and crafts
- Walkabouts
- Balloon makers
- Main stage
- Henna tattoos

Stand within the event: £500+VAT

- Opportunity for a stand to be situated in your selected zone.
- Advertising of your logo in the event programme.

Haringey zones sponsor: £2,500+VAT

- Company name/logo on event branding and marketing material.
- Opportunity for a stand to be situated in sponsored zone.
- Inclusion in press releases- distributed to local media pre and post event.
- Dedicated advertising half page in the event programme.
- Opportunity to present an introduction to your company during the welcome announcement to your sponsored zone on the main stage.
- Website hyperlink to your company from the event information page on Haringey.gov.uk



Headline sponsorship of Haringey People's Day: £6,000+VAT

- Providing your company with direct reference in the title, The Haringey People's Day sponsored by <company name>.
- Company name/logo on event branding and marketing material.
- Inclusion in press releases- distributed to local media pre and post event.
- Dedicated advertising page on the back of the event programme.
- Opportunity for three stands to be situated in locations at the event.
- Opportunity to present an introduction to your company during the welcome announcement on the main stage.
- Reference to your sponsorship throughout the day during events on the main stage.
- Website hyperlink to your company from the event information page on Haringey.gov.uk

Outdoor opportunities



Haringey is home to a number of stunning green spaces and recreational grounds. A variety of projects to improve and enhance these areas has opened up sponsorship opportunities. By displaying your brand and message at parks, gardens or playgrounds, you have the potential to attract new customers by reaching a wide range of people. You will get access to thousands of people a year, promoting your business in a positive and friendly environment, improve your standing and identity as a local business, and give back to the area that you operate in.

Costs vary depending on requirements. Please contact us to discuss tailored packages.

Welcome to Haringey signs

- Haringey Council is pleased to offer local businesses the opportunity to sponsor its **Welcome to Haringey** signs.
- The *Welcome to Haringey* signs are all located in highly visible locations on the highway, ensuring that your message will be in full view of passers by.
- **Welcome to Haringey signs also offer the opportunity to raise your profile and show your support of the borough.**

For more information and a tailored package to suit your business needs, please contact us.

Hanging baskets and barrier planters

- Floral hanging baskets and planters brighten and improve the ambience of any street, and Haringey Council is now offering a street hanging basket and planter service to the local community.

Car parks

- The council operates a number of car parks across Haringey, situated in popular shopping and leisure areas in the borough. Used by residents, season ticket holders, tourists and workers, car parks offer **a prime opportunity to promote your company on our poster and map sites.**

Filming within Haringey

If you are interested in filming within Haringey, please go to:
www.filmapp.org/haringey

Contact

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Haringey

LONDON



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