



PARKS

Local sponsorship is good for your business

**Build goodwill.
Create loyalty.
Generate recognition.
Enjoy value.**

At a fraction of the cost of national sponsorship, associate your business with your local market and achieve a higher return on investment.



HANGING BASKETS
FLOWER BEDS
CYCLING
FLOWER TOWERS
BINS
EVENTS
ATHLETICS
GOLF
OPEN SPACES
PLAYGROUNDS
ABOUTS
FUND
ROUNDS

Why associate your business with Bournemouth's Parks & Open Spaces?

With 17 'Green Flag' awards and Gold Accreditation from Britain in Bloom, there is no better time to associate your business with Bournemouth Parks.

Don't just take our word for it:

- **95%** Bournemouth Residents use our Parks and Open spaces (source: Bournemouth Opinion Survey)
- **85%** Residents are satisfied with Bournemouth's Parks and Open spaces (source: Bournemouth Opinion Survey)
- **35%** of people visit their local park at least once a week (source: Bournemouth Opinion Survey)
- **80%** of holidaymakers walk in Bournemouth Gardens (source: NCTA)
- **60%** of people spend 1-2 hours in the park per visit (source: House of Commons)
- Over **85%** of people feel their local park has a positive impact on their health and well-being (source: House of Commons)
- Nearly **90%** of people feel their local park has a positive impact on their community (source: House of Commons)

Visitor figures are approximate. All information correct at time of going to print.
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Contact us today to discuss your company's marketing strategy 01202 451605
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www.bournemouth.gov.uk/parksforbusiness

GOLF

Reach **25,000** golfers and park users. Sponsor buggies, tees or events.

BIG BELLY BINS

An environmentally friendly way to reach **5 million** visitors to Lower Gardens.

LANDTRAIN

Hengistbury Head. Reach **150,000** customers. Low cost from **£20 p/w**.

EVENTS

Programmes for all the family at Hengistbury Head and Stour Valley nature reserves.

ROUNDBOUTS

Build confidence and achieve 24/7 awareness of your brand.

FLOWERS

Flower towers and bedding. Build brand awareness and goodwill with Town Centre shoppers.

ATHLETICS

King's Park, next to AFC Bournemouth - reach schools, supporters and park users.

PLAY PARKS

Build your brand awareness and goodwill amongst local families.

VELODROME

Slades Farm. Benefit from the growing popularity of cycling, reaching serious cyclists and those starting out.



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