

# Roundabout Sponsorship

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Roundabout sponsorship delivers a range of key benefits and provides value for money. We are committed to making Southend on Sea an attractive place to live, work and visit as part of our Make Southend Sparkle campaign.

## **Why sponsor?**

Southend on Sea is a densely populated urban area and has 33 roundabouts which are available for sponsorship. The benefit of sponsoring one or any number of these spaces raises public awareness of your business and therefore gaining a valuable reputation for benefiting your local community. Your brand will be seen by thousands of motorists using the roads 24 hours a day, 365 days a year.

Your sponsorship supports Make Southend Sparkle which is a not-for-profit organisation run by a committee of volunteers. One of the aims of Southend In Bloom is to encourage all Southend residents, schools and business owners to take pride in our town and surroundings and to clean up and 'green' the local area.. Your sponsorship will demonstrate that your business is putting something back into the community.

## **Where are the roundabouts?**

We have 33 roundabouts available for sponsorship. Below is a map with all the locations on.

# SPONSORED ROUNDABOUT LOCATIONS IN SOUTHEND

## key

1. Blenheim
2. Rectory Grove
3. Elm Road - Leigh-on-Sea
4. Broadway West
5. Eastwoodbury A
6. Eastwoodbury B
7. Nestuda Way
8. Prince Avenue (Tesco)
9. Thanet Grange
10. St Lawrence
11. Manners Way
12. Cuckoo Corner
13. London Road (Sainsburys)
14. East Street
15. Jones/Victory Sports Ground
16. Chandlers Way
17. Fossetts Way A
18. Fossetts Way B
19. Fossetts Way C (B&Q)
20. Eastern Avenue (Waitrose)
21. Queensway/Chancellor
22. Queensway/Southchurch Ave
23. Garon Park
24. Thorpe Hall Avenue
25. Bournes Green Chase
26. Woodgrange Drive
27. Maplin Way North
28. Poynters Way (Angel Inn)
29. North Shoebury Road (Asda)
30. Elm Road Shoebury
31. Eagle Way
32. Vanguard Way
33. Constable Way



**Bronze: £1000**

2	Rectory Grove
3	Elm Road, Leigh
4	Broadway West

31	Eagle Way
32	Vanguard Way
33	Constable Way

**Silver: £1500**

1	Blenheim
16	Chandlers Way
17	Fossetts Way A
18	Fossetts Way B
19	Fossetts Way C

26	Woodgrange Drive
27	Maplin Way North
28	Poynters Lane
29	North Shoebury Road
30	Elm Road, Shobeuryness

**Gold: £2000**

5	Eastwoodbury A
6	Eastwoodbury B
9	Thanet Grange
10	St Lawrence
14	East Street

21	Queensway/Chancellor Way
22	Queensway/Southchurch Ave
24	Thorpe Hall Avenue
25	Bournes Green

**Platinum: £3500**

7	Nestuda Way
8	Prince Avenue
11	Harp House
12	Cuckoo Corner

13	London Road
15	Jones/Victory Sports Grd
20	Eastern Ave
23	Garon Park

## What can I put on the signs?

You may display your company name/logo along with a short business message/strap line.

Roundabout locations are exclusive to one sponsor.

Roundabout signs include “Supporting Make Southend Sparkle” and the Southend on Sea Borough Council logo at the bottom. The sign sizes are inclusive of this space and will be on a white background.

You will need to provide a current logo in a high resolution JPEG at 300dpi or EPS file of your business which you would like to appear on the signs.

## What size are the signs?

The signs are dependent on the size of the roundabout and range in size as follows;

**600mm x 500mm or 23 x 19"**

550mm x 450mm (Logo Dimensions)

**900mm x 600mm or 34 x 23"**

850mm x 550mm (Logo Dimensions)

Example 1





## **How much does it cost?**

We have 4 packages available to sponsors.

- Bronze: £1000 per annum
- Silver: £1,500 per annum
- Gold: £2,000 per annum
- Platinum: £3,500 per annum

The cost of sponsorship is divided into a pricing structure of bronze, silver, gold and platinum based upon the location of the location of the roundabout and the amount of traffic that passes it on a daily basis.

## **How do I apply for sponsorship?**

Please contact us stating your preferred sponsored site. We will then contact you regarding the availability of the specified roundabout or site and the associated sponsorship fee.

If you wish to proceed with your selected roundabout or site, we shall send you an agreement to read and sign.

If you have any queries relating to the roundabout and site sponsorship process please contact the Culture Business Support Team:

**Telephone:** 01702 215011

**Email:** [culturebusinesssupport@southend.gov.uk](mailto:culturebusinesssupport@southend.gov.uk)



## Terms and Conditions

1. The full cost is payable in advance once your sponsorship has been agreed.
2. All signs are the property of the Council.
3. The Council reserves the right to refuse at any time any sponsorship or advertisement which are of the following nature:
  - a) Which may be construed as offering services of a sexual nature.
  - b) Which may be construed as showing or encouraging racial or sexual prejudice.
  - c) Which are considered not to comply with the guidelines set down from time to time by the Advertising Standards Authority; or
  - d) of such types as may be specified by the Council from time to time.
4. Manufacture and installation costs are included as part of the sponsorship. The cost includes 1 replacement sign, per roundabout if a sign is damaged beyond repair. Subsequent replacements will be charged to the sponsor.
5. There will be up to 1 sign per access of a roundabout dependent upon location.
6. Roundabout signs will display up to 1 business and 1 strap line plus 'Supporting Make Southend Sparkle' and the Southend-on-Sea Borough Council logo.
7. Planting and maintenance will be designed, created and managed as considered appropriate by The Council.
8. Sponsorship will run for a contract period for up to 12 months and expire on 30<sup>th</sup> March each financial year.
9. One month prior to the expiration of the sponsorship agreement the current sponsor will be offered the opportunity to renew the sponsorship.
10. Both parties may at any time terminate this Agreement by providing 1 months' notice in writing. No refunds will be given if terminated by sponsor. The council will be responsible for the removal of any signs.

## **FAQ**

### **Why can't I put my contact details on the signs?**

We don't allow phone numbers to be displayed on the signs as it creates unnecessary distraction at junctions.

### **How many signs can I have?**

You may have 1 sign per exit of the roundabout, dependant on location.

### **Can I sponsor more than one roundabout?**

Yes can sponsor more than one roundabout. As many as you like.

### ***Does the cost of sponsorship include VAT?***

Yes the costs shown are inclusive of VAT.

### **What happens if my signage is sprayed with graffiti?**

If this happens, we will clean it for you at no cost as part of the town's graffiti management programme.

### **What happens if my signage is damaged or destroyed?**

If your signage is damaged by a car but remains intact, the sign will be reinstated to the roundabout at no extra cost to the sponsor.

If the signage is completely destroyed or is not able to be repaired then the council will replace this signage on one occasion only. If the signage is damaged beyond repair on more than one occasion, the sponsor will have to pay for the signs to be replaced or be included in the following year's sponsorship if applicable.

Please be aware that damage to roundabout signage is a very rare and does not happen on a regular basis.



### **What happens if our company logo changes half way through sponsorship period?**

The design of the sign can be redone but all costs incurred will have to be passed onto the sponsoring company.

### **If I sponsor more than one roundabout will I receive a discount?**

No, if you decide to sponsor more than one roundabout you will not receive a discount. However if you choose to sponsor a roundabout for more than one year there will be no increased annual cost with each year it carries over.

### **Is there a minimum length of contract when sponsoring a roundabout?**

The length of time a roundabout can be sponsored for is for 12 months. After that time, you will have first refusal as to whether you wish to renew your agreement.

### **How do I make the payments?**

We will invoice you for full amount in advance of any orders being placed for your signs. You can pay over the phone or online.

### **Who arranges for the signs to be made and installed?**

We will arrange for the sign to be made and installed. You will need to supply your logo in a high resolution format and approve the design proof before the sign is produced.

### **Can I make or install my own signs?**

No, we have a standard template which is designed as such to meet the Parks Technical and Highways criteria and is consistent throughout the Borough.

### **What can I have on my sign?**

You can display your logo plus a small amount of text such as a web address or business location. We do not permit use of telephone numbers or email addresses.