



GREAT BRITAIN LIVE

BEST OF BRITAIN

16 - 18 April 2021

Ricoh Arena

Sponsorship Brochure

GREAT BRITAIN LIVE

Great Britain Live will stage its inaugural festival of all things British from the 16th to the 18th April 2021 in the heart of the UK at the Ricoh Arena, Coventry. Visitors will be immersed in an inspiring world of Britishness with show-stopping features, luxury and high street shopping, eye-catching live shows, inspirational masterclasses, demonstrations, and catwalk presentations, the very best line-up of celebrity guests and hands-on advice from much-loved industry experts.

This uniquely patriotic experience will feature hundreds of Britain's best known and most desirable retailers proudly flying the flag for the UK marketplace and celebrating the best of British life with sustainability and mindfulness running through the heart of the show. With key lifestyle sections including the Great British Food Hall, Fashion & Beauty, Britain Outdoors, Gardening, Homes & Interiors, British Holidays, A Guide to a Sustainable Britain and Shopping, the show will replicate the best of the local British high street and offer fun and inspiration for all the family.

Unlike any other consumer event, this live show is designed to unite the great and the good of British lifestyle today while staying loyal to British traditions and heritage. With a strategic and comprehensive far-reaching marketing, advertising, and PR campaign (broadcast, print, online, and social media) reaching millions of ABC1 adults from all corners of the nation, this first event is predicted to see an attendance of over 40,000+ visitors over the three days.



IN PARTNERSHIP WITH

RICOH ARENA

TONI&GUY

Harrods

the
ticket
factory



Partner with the UK's best of British show and join us in showing your support for the British marketplace

OUR TARGET AUDIENCE

Great Britain Live provides a unique platform where brand integration and shopping remain at the heart of the visitor’s experience. From specialist gardening tools and machinery through to leading motoring manufacturers, home appliances to the most exquisite food and drink available in Britain today.

Great Britain Live provides the ultimate marketing opportunity to increase not only your brand awareness, but also your business turnover in a short space of time. It allows you to present yourself, your business, and your products to a highly discerning audience of wealthy consumers.

- Affluent Professionals

45-60 years

£100-149k income

Senior managerial positions

M&S & Waitrose shoppers

Social media activists
- Steady Families

36-45 years

£40-49k income

Majority in full-time work

School-aged children

First to have latest technology
- Successful Families

36-45 years

£70-100k income

Advancing careers

School-aged children

Sainsbury’s & Waitrose shoppers
- Comfortable Seniors

60+ years

£100-149k income

Retired

Countryside dwellers

Ample leisure time

Like to be self-sufficient



40,000+ VISITORS

estimated visitors to the show in the first year

ABC1

90% of visitors are predicted to be ABC1

30 - 65 YEARS

core audience will be aged 30 - 65 years

75% OF POPULATION

live within a 2 hour travel time to the Ricoh Arena

MULTIMEDIA REACH

targeted multimedia marketing campaign

A TARGETED MULTIMEDIA MARKETING CAMPAIGN

Fully integrated wide reaching marketing, advertising, and PR campaign, reaching millions of ABC1 adults from across the UK, positioning Great Britain Live as a must-attend lifestyle event in 2020. The show is developed to provide a highly effective retailing platform that allows you to meet these traditional, hard-to-reach, discerning British consumers face-to-face in a relaxed and sophisticated atmosphere.

Dedicated PR campaign targeting lifestyle press to include broadcast media, national and regional media and online channels. Working closely with partners, sponsors and exhibitors to create compelling and bespoke news stories that promote the show, help drive footfall and meet client objectives.

Advertising in leading lifestyle publications, including national and regional press across traditional print advertising, advertorials, inserts and creative media solutions.

Comprehensive online advertising campaign across market leading lifestyle websites and radio advertising across regional and national stations.

Highly engaging social media content strategy across Facebook and Instagram utilising influencers, bloggers and celebrities to grow event awareness and drive ticket purchase.

Securing relevant brand and media partnerships to utilise a variety of databases increasing the shows awareness and overall reach.



A UNIQUE BRITISH VENUE

The Ricoh Arena is unlike any other venue in the UK. A pioneer in the world of sport, business and entertainment.

A world class destination in the centre of the nation, it has provided a catalyst for urban regeneration and economic development since its opening in 2005, and now is the home of Aviva Premiership Rugby Team the Wasps.

This award-winning venue has a mix of state-of-the-art conference, training, banqueting, exhibition, hotel, music and sports facilities, and has become a firm favourite in the UK music industry for promoters as well as business and sports organisers.

There is over 20,000 sqm of space along with thousands of free parking spaces, restaurants, its own Hilton hotel and one of the UK's largest casinos.

Situated in the heart of UK, the Ricoh Arena is within two hours' drive of 75 percent of the population (49,800,000 individuals) and is easily accessible from junction 3 of the M1 as well as the M40 and M6. Visitors can arrive easily via three local rail stations including its own dedicated station, all within less than a few miles. Birmingham International Airport is less than a 20 minute drive away and a regular train to and from London Euston lasting only 55 minutes.



EASILY ACCESSIBLE

located in the centre of the UK with direct access to the M40, M1 and M6

FREE PARKING

visitors and exhibitors benefit from over 11,000 free parking spaces

THREE LOCAL RAIL STATIONS

onsite rail station with two more less than a few miles

AWARD WINNING VENUE

state of the art facilities for a variety of events

SIGNIFICANT CAPACITY

ability to host over 40,000 consumers at any given time



WHY GREAT BRITAIN LIVE?

1

Great Britain Live offers unique opportunities to engage with a large and highly targeted audience of wealthy consumers in memorable and unique settings

2

Visitors spend 5-6 hours on average at events, which equates to watching or listening to over 660 broadcast adverts

3

Each year visitors attend unique shows to discover, sample and purchase new products while also gaining expert advice. £2.7 Billion is spent each year at consumer events and exhibitions

4

Events leave a lasting impression! 69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event

5

Sponsorship of Great Britain Live provides your brand with the platform to position yourself ahead of your competitors, put your business at front and centre across the entire event from start to finish

“If one person experiences a live brand experiential campaign, a little more than 25 other people will hear about it directly through word-of-mouth”

HEADLINE PARTNER

All of our sponsorship opportunities are designed to work around and support your show marketing objectives prior, during and post show. Used in the right way, sponsorship can clearly help to define and focus your messages in association with Great Britain Live. Sponsorship of this event will allow your organisation to increase brand awareness, launch new products, meet thousands of wealthy consumers and increase revenues.

POA

(Includes, but is not limited to)

Logo on all literature – leaflets, posters, postcards, adverts, invitation tickets, banner adverts, ceiling banners, show guide and map plus all other marketing communications will be jointly branded to promote the brands association with Great Britain Live

Logo on all press and marketing material – all editorial coverage pre, during and post event as well as advertising campaigns to promote the show will include reference to the headline sponsor

Show bag inserts – include product inserts into the 60,000 show goodie bags

Prominent exhibition stand space – minimum of 30sq meters will be allocated as well as product placement throughout the event

Rotating banner advert on the GBL website – promote the brands products/services on the show website with a hyperlink to your website

Sponsors premium listing on GBL website– detailed listing on headline sponsor on Great Britain Live website with logo and company info

2 x 15 mins presentation slots to promote services and products – two opportunities will be provided (morning and afternoon) to the

Headline Sponsor to promote their products/services to the GBL audience which will be broadcast across screens throughout the show

On screen advertising – throughout the exhibition the headline sponsor will have the brands advert playing on rotation on digital screens

Social media - dedicated brand support and content across social media channels including, Facebook, Instagram and LinkedIn

Our Headline Partnership opportunity could position your brand in front of a minimum of 40,000 British consumers for as little as £1.50 per person!





GREAT BRITISH FOOD THEATRE

STARTING FROM £20,000

The Great British Food Theatre is brought to life on one of our main stages at the show, featuring interviews and cookery demonstrations with the UK's top chefs and well-known industry experts behind some of the worlds leading food publications and TV shows, giving visitors the opportunity to learn culinary tips and tricks.

LIVE DEMONSTRATIONS £3,000

An opportunity for your brand to showcase the benefits of your product or service with a 15min demonstration to an engaged audience.

GREAT BRITISH RUNWAY

STARTING FROM £20,000

The Great British Runway will feature five different catwalk shows a day, each presenting the latest trends and must-have pieces for your wardrobe across sectors including heritage fashion, glam party wear, body and sport, as well as dedicated Make It British and beauty scenes.

RUNWAY SCENE £3,000

Opportunity for your brand to showcase your collection with up to six looks to an engaged audience.

GREAT BRITISH FARMING

STARTING FROM £5,000

Great British Farming will tell the story around the British farming industry with real life animals and expert knowledge and inspiration, bringing farm life out into the open while encourage visitors to get hands-on and start growing their own produce.



A close-up photograph of a garden bed. In the foreground, there is a dense patch of bright pink flowers with small, five-petaled blossoms. Behind them, taller yellow flowers with dark centers are visible, along with some green foliage. The background is slightly blurred, showing more greenery.

BRITISH SHOW GARDENS

STARTING FROM £10,000

An exciting collection of gardens come to life in our inspirational show gardens. They are the highlight of Britain Outdoors, the public naturally gravitates towards Show Gardens, making them perfect hubs to activate products and services, optimise spend and deliver strong ROI.

BRITISH HOME RENOVATION

STARTING FROM £15,000

Our British Home Renovation stage is your chance to meet industry talents to gain the latest knowledge and advice in a mixture of talks and workshops. It is the opportunity for our visitors to walk away with the best advice possible ahead of their home renovation projects.

A BRITISH HOME

STARTING FROM £15,000

A collaboration with the UK's leading interior designers and manufacturers to bring to life an example of a British home. With a key focus on home furnishing, technology, lighting and accessories.



BRITISH CATEGORIES

STARTING FROM £25,000

These are all key sectors within the show offering visitors inspiration alongside a variety of products and services not often found on the high street.

Britain Outdoors

British Interiors

British Home Renovation

British Motoring

British Beauty

British Fashion

British Food Hall

British Farmers Market

British Shopping



LOUNGES AND CATERING

STARTING FROM £4,000

From dedicated lounges for our most affluent visitors, to traditional British lunch settings offering a space to relax off the show floor, in luxury surroundings. Visitors can enjoy a unique experience with a bars, front row tickets throughout ket theatres and potential one-on-one meets with celebrity chefs in the comfort of the VIP Premier lounge.

Great British Inn: £8,000

VIP Premier Lounge: £7,000

VIP Lounge: £5,000

Gin & Fizz Lounges: £4,000 (Four available)

Great British Restaurant: £7,000

Food Hall Cafe: £4,000

BRANDING PARTNERSHIPS

STARTING FROM £5,000

Official ticketing partner through to the official show goodie bag sponsor. These branding opportunities position your business directly in front of our audience prior, during and post event, and in most cases position you as the first brand to be seen.

Official Ticket Partner: £20,000

Official Show Bag Sponsor: £15,000

Official Show Guide & Map: £5,000

Official Show Entrance: £7,000

THE SOCIAL HUB

STARTING FROM £10,000

A digital pop-up themed social story of Britain, bringing a curated edit of visitor shared images around the scene of best of British, incorporating some of Britain’s best loved iconic personalities.



BRAND AWARENESS

raise brand awareness with an affluent audience

GENERATE REVENUE

sell your product/service to the end consumer

PRODUCT FEEDBACK

gain valuable face to face product feedback

CAPTURE DATA

build your marketing databases

CREATE RELATIONSHIPS

between your brand and your customers

Let's support Britain together

We are looking for long-lasting partnerships with like-minded brands and organisations. Our vision for the future is one to be shared with companies that want to grow the British economy, improve the British market place and join us in flying the flag for British brands.

The Great Britain Live team can create bespoke engagement plans, built around your organisation's strategy and budgets.

Contact the team:

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#CelebrateBritain