

# Sunday 30 July 2017

12PM - 6:30PM | WALSALL ARBORETUM PARK

THE WALSALL MEGA MELA ......

2017 MEDIA & SPONSORSHIP PACK









#### **ABOUT AMBUR FM**

Ambur Radio launched on the 1st July 2009 and is the first ever station in Walsall. We recognised the importance of reaching out to all ethnic minorities in the community and we are categorised as one of the first multicultural community stations.

Ambur Radio has received the 'Community Excellence Award 2009' at the Black Country Asian Business Association Awards, and we are now titled as a 'Award Winning Radio Station'.

We have more than 200,000 live listeners and more then 140,000 online listeners actively engaging with our advertisers messages. All our listeners range from multi cultural societies including: Punjabi, Hindi, Urdu, Gujrati, English and many other languages.

Ambur Radio is the West Midlands largest multicultural community station, broadcasting in English, Hindi, Punjabi, Urdu, Bengali, Gujrati and many more and reaching to over 200,000 live listeners each day.

The finest team of presenters, comprising of high profile personalities with many years of experience and a loyal following.

Ambur Radio also strives on the importance of giving opportunities and strongly encouraging the younger generation to become actively involved with our team.

A wide range of interesting, informative and entertainment programming which leads to a high volume of loyal listeners who think of Ambur Radio as an integral part of their daily routine.

A presence at any type of event and exhibitions in all areas, our advertisers share in this glamour and exposure and benefit from the station's high profile.

We undertake a large amount of charity work for many worthy causes such as the Age Concern, The Walsall Deaf People Centre, Walsall Hospice and many more.

Advertisers and listeners can support these important causes, as well as benefiting from the positive publicity these charities produce.

Ambur Radio 103.6FM is a community radio station operating from its studios in Walsall. Ambur Radio 103.6FM brings together individuals from diverse backgrounds – broadcasters, entrepreneurs, educators, and marketing professionals – to develop our vision and bring the spirit of community to Walsall and surrounding areas.



# **ABOUT THE EVENT**

Walsall Mega Mela 2017: in association with Ambur FM... aims to bring the local community together with arts, entertainment, food, stalls and fun fair.

This event is target towards families of all ethnic background and will cater to all. This will be the first Ambur FM event in Walsall and the venue will be at the heart of the community. Walsall Mega Mela will be open its doors from 12pm noon and close at 6:30pm, enabling 6.5 hours of fun and entertainment.

Engaging the local community through entertainment and celebrating the talent Walsall has to offer promoting the multicultural spirit of Walsall!

As well as entertainment, there will be opportunity to shop at the 'Bazaar' which will consist of a mix of local businesses and organisations offering their products and services.



Embrace the spirit of celebration, generosity and community



Volunteerism
Community Involvement
Internationalism
Can-do attitude
Honesty



Foster community spirit
to reflect the diverse
community we serve
and elevate community
values for better
cohesion



We aim to create an event that will grow into one of the most prominent South Asian folk arts festivals in the UK







# **ABOUT THE VENUE** ·

The Arboretum is Walsall's Premier park located within half a mile of Walsall Town Centre.

The park has undergone a significant transformation over the past five years with the delivery of a Restoration Programme majority funded by the Heritage Lottery Fund. The Programme concluded with the building of a new Visitor Centre which opened in May 2015. The Centre houses a cafeteria and toilet facilities for park visitors and a classroom and meeting spaces which are available to hire.

The range of facilities in the park is varied; the historic core of the park contains a Grade2 Listed Boathouse and a refurbished bandstand and seating area; tennis courts and Bowling Green's. Footpaths are laid out around two lakes and through picturesque garden areas. Boating has been re-introduced to the larger of the two lakes and visitors can hire a swan pedalo or a rowing boat. The park extension contains a large children's play area with waterplay area set in more informal parkland. The Woodland Wildlife Learning Garden established by the Arboretum User Group is a hidden gem a short walk from the park car park.

Beyond the Grange Car Park, there is further sports provision in two cricket pitches and a new Country Park is being created on the site of the former golf course.

The park hosts a wide range of events and activities throughout the year including bandstand concerts, circuses, fun fairs, fun runs, sporting events, dog walks, school visits and environmental events.



## PROJECTED REACH AND INVOLVEMENT

Ambur FM aims to publicise an event that will reflect the local community on a global platform through entertainment.

Proposed advertising and promotional vehicles include

- Over 10,000 event flyers distributed across the area
- 5,000 unique visitors to the Amburfm.com website, monthly
- · Sponsorships with the largest mainstream and South Asian TV, radio and print media
- Average of £10,000 in kind media support

Proposed reach, attendance and participation is estimated at

- 15,000 people attending events
- Various artist performances
- · Local performers involved in Walsall Mega Mela
- Over 100,000 people to be reached with the Walsall Mega Mela Message via, Radio and internet and further coverage from Television and Print

#### SPONSORSHIP OPPORTUNITIES

The Walsall Mega Mela aims to give all business and industry players a prominent and visible role in the event through tailor-made sponsorship opportunities. These partnerships will allow business leaders from a broad spectrum of sectors to interact directly with Ambur FM's estimated 15,000 audience, on the day.

Sponsoring partnerships are available at 4 levels (bespoke packages can also be arranged)

- Headline Sponsor:
- Gold Sponsor:
- Silver Sponsor:
- Bronze Sponsor:



## **HEADLINE SPONSOR**

The Headline Sponsor will benefit through:

- Main Stage branding throughout the site
- Allocated space at Walsall Mega Mela in a prime and prominent position
- Agreed number of Banners and Feather Flags in highly visible positions on site
- Logo in all marketing materials (including 10,000 event promotional flyers)
- Logo and brand message on all generic promotion
- Full page company profile on official event website (www.walsallmegamela.com)
- Dedicated banner on Website Homepage
- PR opportunities with local, regional and national media
- Recognition on several prime occasions on Main stage
- An address to Walsall Mega Mela audience on Main Stage
- On Air Time advertising for 6 months



### **GOLD SPONSOR**

#### The Gold Sponsor will benefit through:

- Branding on main stage under Headline Sponsor
- Allocated space at Walsall Mega Mela in a prime location
- Logo on 10,000 event promotional flyers
- Full page company profile on official event website (www.walsallmegamela.com)
- Joint banner (with other sponsors) showcasing logo on Website Homepage
- PR opportunities with local, regional and national media
- An address to Walsall Mega Mela audience on Main Stage
- On Air Time advertising for 3 months

#### ······SILVER SPONSOR

#### The Silver Sponsor will benefit through:

- Allocated space at Walsall Mega Mela in a prime location
- Logo on 10,000 event promotional flyers
- Joint banner (with other sponsors) showcasing logo on Website Homepage
- On Air Time advertising for 2 months

### **BRONZE SPONSOR**

#### The Bronze Sponsor will benefit through:

- Allocated space at Walsall Mega Mela in a prime location
- Logo on 10,000 event promotional flyers
- Joint banner (with other sponsors) showcasing logo on Website Homepage
- On Air Time advertising for 1 month

# **GET IN TOUCH** ·

If you are interested in sponsoring the 2017 Walsall Mega Mela, please contact:

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