



Eastbourne Borough Council has a long and successful tradition of providing quality public events for the resort's residents and visitors alike. Events take place between May and October, commencing with Magnificent Motors and ending with Eastbourne Beer Festival and Beachy Head Marathon.

During the year the town attracts in excess of 1 million visitors and the Events season brings over £20 million revenue for the benefit of the local economy.

Eastbourne is currently Winner of the Most Group Friendly UK Destination awarded by the Group Travel Awards and is also Number One UK Destination (Co-op Travel)

It is these awards together with new tourism initiatives that both maintain the popularity of Eastbourne and enhance the country's perception of it as an exciting place to be.



The Council organises Eastbourne Extreme, a weekend



that includes Indoor Inline Hockey Tournaments, Extreme Ramp Park, Inline Skate Ramp Demos and Competitions, BMX Ramp Demonstrations, Artistic Dance, Inline Limbo, High Jump and Tug of War Competitions, Eastbourne Night Skate, local Live Bands and Music Stage, and Speed Skating.

Add to the mix International Windsurfing Association performing slalom racing, top tricks and wave riders with national & international racers all competing for Eastbourne Extreme racing honours, alongside Thundercats and Personal Watercraft.

Take a pinch of 'Try Windsurfing' Sessions, Parkour, Kite Buggy/Surfing, Dive Tank Experiences, funfair, refreshments and a Beach Bar plus Extreme demo teams performing on the Beach Arena and the weekend adds up to a fab day out for all the family.

Which of Your Customers Visit Eastbourne Extreme?

- Extreme attracts iro 25,000 visitors over the weekend.
- Extreme attracted a wide range of young and middle aged visitors. This year the dominant age group sampled was the 35-44 category, representing 21% of the total sample.
- 53% were female and 47% were male.
- A total of 61% of respondents attended the 2005 event on Saturday and 79% attended on Sunday.
- The majority of respondents (70%), came from Eastbourne or within a five miles radius of Eastbourne centre, whilst 21% came from the South East.
- A total of 44% of non-resident visitors stated they were staying overnight.
- Non-resident visitors stayed an average of 4.91 days and spent an average of £27.69 per person per day, on eating out, shopping and entertainment resulting in a total average spend of £135.96 per person. The total estimated economic impact of non-resident visitors was £1,026,400.





What Media Interest is there in Eastbourne Extreme?

Beckett Newspapers Group (Eastbourne Herald)

Weekly Regional Paper Circulation 92,000

Beckett Newspapers Group (Hastings Observer)

Weekly Regional Paper Circulation 22,000

East

Free Regional Monthly Magazine Circulation 20,000

Brighton Argus

Daily Regional Paper Circulation 41,000

Sovereign Radio

Local Radio 30,000 listeners

BBC Southern Counties Radio

Regional Radio 286,000 listeners

BBC (South East) weather mention and filming for regional round up

Regional Television 100,000 viewers

Event Website

www.eastbourneextreme.com is the dedicated website for the event and attracts considerable hits. A highly effective marketing tool.



Eastbourne Extreme : Delivering your Product

There are considerable advantages to corporate involvement in Eastbourne Extreme. The event has a new, young and dynamic profile building on an established product, which has maintained interest and footfall over the years. There is extensive potential for the addition of extreme and waterborne activities given their increasing popularity



Extreme Sports are the fastest growth area in World Sports.

The event takes place on Eastbourne's seafront incorporating Princes Park and offers many exciting marketing opportunities including

Exhibition Space for Products and Services at the Event

Eastbourne Extreme will offer land at a size, which suits our partners' business. There is extensive space for promotional equipment, visuals, displays and opportunities to promote company along half a mile of seafront and to over 20,000 visitors.

Sponsors are featured on the Event Map and enjoy considerable coverage via the showground public address system. This space can be used to launch new brands, sample potential market leaders, create awareness, and increase membership or database.

Branding in 15,000 Event Leaflets Distributed across the South East of England

The event leaflet will be printed for distribution by specialist companies. The distribution schedule includes local and regional Tourist Information Centres; national and international Group Travel contacts; restaurant chains; tourist information points in hotels, pubs, shops and tourist attractions throughout the south east.

Branding on Banners

Eastbourne uses 20 lamp post columns on the main access roads into the resort as a marketing tool. Banner posters highlight forthcoming events and research shows that it is a particularly effective way of informing tourists and residents alike. Additionally, banners are displayed in Eastbourne town centre, on the seafront and on the event site itself.

Featured branding on press releases and photo opportunities including media competitions reaching over 1 million people in the South East

The Department of Economy, Tourism and Environment dedicated Promotions Officer ensures that all events maintains a high regional profile from one year to the next. Competitions are run in various publications offering hospitality and prizes. Prizes include goods or services provided by sponsors. Sponsors enjoy dedicated Press Releases and editorial quotes in all releases issued. Photo opportunities take place to launch new event initiatives.

Website inclusion and links

Sponsors enjoy a prominent position on www.eastbourneextreme.com the Council's dedicated website.

Promotional material at seafront locations for the duration of the event

Sponsors are offered significant banner display space both along the seafront and on the Extreme arena.

Opportunities to host product launches, hospitality and events within the event supported by Eastbourne Borough Council

Eastbourne Extreme sponsors have the opportunity to use their presence at the show to full advantage through product launches and hospitality initiatives that put their company or organisation at the centre of the event.

There are opportunities to visually exploit the Extreme nature of the event and forge links with sports people who can offer a dynamic profile. There is scope for a sponsor hospitality offer and a licensed bar will exist on site. Event organisers are able to offer seaborne as well as land based hospitality.

Event Uniform Branding

Eastbourne Extreme supplies in the order of 25 T shirts and sweatshirts to all event staff. Major sponsors are invited to add their company logo to that of the event.



Eastbourne Extreme : How Much?

Main Sponsor £10,000 plus VAT

A major or headline sponsor is supported by a dedicated co-ordinator whose role it is to ensure that the maximum benefits accrue from the sponsorship deal. The major sponsor forms part of the management team and is a key player in the event design.

Entertainment Sponsor £3,000 plus VAT

The entertainment stage is one of the main focal points of the event. Eastbourne Borough Council works with exciting, quality young entertainers including bands, solo artists and dancers. Many are local and are hugely popular with residents and tourists alike.

Competition Sponsors £500 - £1,500 plus VAT

With the considerable interest being shown in this event there will be opportunities to sponsor various classes of competitive sport, in particular the International Windsurfing Association Competition.

Various benefits will accrue from involvement with Eastbourne Extreme, subject to the level of financial involvement and these will include:-

Exhibition Space for Products and Services at the Event * Branding in 15,000 Event Leaflets Distributed across the South East of England * Branding on Banners * Featured branding on press releases and photo opportunities including media competitions reaching over 1 million people in the South East * Website inclusion and links * Promotional material at seafront locations for the duration of the event * Opportunities to host product launches, hospitality and events within the event supported by Eastbourne Borough Council * Event Uniform Branding

Interested in being part of this exciting event? Call Jayne Howard, Sponsorship Co-Ordinator, Eastbourne Borough Council, 1 Grove Road, Eastbourne, East Sussex
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