



GRANT PARK 100

A FUN-FILLED DAY OUT FOR ALL THE FAMILY

SATURDAY 24 AUGUST 2024



Sponsors Pack



Contents

- 1) The event
- 2) The plan
- 3) The organisers
- 4) Sponsorship opportunities
- 5) Site plan



The event

Located just 30 minutes drive east from Inverness, Grant Park in Forres was gifted to the people of the town **100 years ago**, by Sir Alexander Grant, known for his generosity, but possibly more so as the inventor of the world-famous digestive biscuit!

Regarded as the **'beating heart'** of Forres and the surrounding area, Grant Park provides a stunning natural amphitheatre to host a fun-filled day out for all the family.

On **24 August 2024**, we will celebrate the centenary with Grant Park 100: delivering a fun filled family event of have-a-go activities, games, music, crafts, demonstrations, talks, performances, food and drink, funfair, beer tent, and competitions, including some featuring the beloved digestive biscuit.

Aiming to attract **8,000 visitors**, Grant Park 100 is organised by Forres Events Limited - a not for profit organisation - and volunteers from across the community. Our ambition for Grant Park 100 is simple:

"To inspire, educate and entertain the people of Forres, the surrounding area and visitors to the north of Scotland, by placing Grant Park as the 'beating heart' of the community, showcasing activities and experiences which exemplify Forres and the surrounding area."

The plan

- **Grant Park 100** will take place on **Saturday 24 August 2024** between the hours of **11am** and **5pm**.
- It is a **ticketed** event. Ticket prices are yet to be confirmed.
- Tickets will be available for purchase through www.grantpark100.com
- PR, digital communications, press and radio advertising will be used to **raise awareness** and **drive footfall**.
- We're also keen to **work with** our sponsors, stallholders and participants to raise awareness through their networks.
- We aim to attract **8,000 people** from Forres, the surrounding area and visitors to the north of Scotland.
- A full site plan can be seen in the Appendices to this presentation.
- The event will include a mix of have-a-go activities, games, music, crafts, demonstrations, talks, performances, food and drink, funfair, beer tent, and competitions, under **six** broad themes: **LAND, HERITAGE, COMMUNITY, COMPETITION, ENTERTAINMENT AND LEGACY**.
- We aim to make the event as **environmentally friendly as possible**. Initiatives include:
 - Digital ticketing
 - Digital programme
 - Digital screen advertising at Grant Park 100 – on a very large (12 square metres) lorry-based screen that will be placed in a prominent position
 - Plans to reduce plastic and actively promote recycling at the event
- We plan to **create a legacy** from this event which will support the **future prosperity of Forres and the surrounding area**. These initiatives include:
 - Developing an event manual which can be used as a template by any local community organisation wishing to run a large event.
 - A programme aimed at working with young members of the community to develop their skills and experience.
 - Further expansion of the Forres Volunteer Pool – matching volunteers with other local community initiatives.
 - Deliver projects in the Grant Park such improving wastewater facilities for the cricket pavilion.

The plan - 'on a page'

EVENT	GRANT PARK 100: A FUN-FILLED DAY OUT FOR ALL THE FAMILY					
PURPOSE	To inspire, educate and entertain the people of Forres, the surrounding area and visitors to the north of Scotland, by placing Grant Park as the 'beating heart' of the community, showcasing activities and experiences which exemplify Forres and the surrounding area.					
PROPOSITION	To mark the 100 years since the gifting of Grant Park to the people of Forres, join us on 24 August 2024 , to celebrate Grant Park 100, and experience have-a-go activities, games, music, crafts, demonstrations, talks, performances, food and drink, funfair, beer tent, and competitions including some featuring the beloved digestive biscuit. Grant Park 100 is a not-for-profit event, organised by volunteers.					
SUCCESS CRITERIA	1/ Attract 8,000 people to the event. 2/ Break-even financially. 3/ Deliver a sustainable event. 4/ Have fun organising and delivering the event! 5/ Leave a legacy to mark the occasion.					
THEME	LAND	HERITAGE	COMMUNITY	COMPETITION	ENTERTAINMENT	LEGACY
EXAMPLE	<ul style="list-style-type: none"> • Sheep and wool • Timber and trees • Falconry • Owls • Gundog display • Bees and honey 	<ul style="list-style-type: none"> • Piping • Music • In costume • Photography • Cars from decades • Storytelling 	<ul style="list-style-type: none"> • Science tent • Producers Food and Drink • Beer Tent 	<ul style="list-style-type: none"> • Mini Games • Floral • Photographic • Craft & art • Digestive Comp 	<ul style="list-style-type: none"> • Fairground • Bubbles 	<ul style="list-style-type: none"> • Event manual • Repair / renew wastewater drain from Cricket Pavilion • Signage • Volunteer pool


The organisers

An event like this will draw on volunteers from across the community but at the heart of the event will be **Forres Events Limited**, the company behind the hugely successful **Piping at Forres**, the European Pipe Band Championships, that took place in Grant Park between **2013 and 2018**. Many of that team have come forward as volunteers to help organise this special celebration.

The directors of Forres Events Ltd are Alan James (Chair), Joanna Taylor (Vice Chair), Kathleen Robertson and Laurie Piper. The directors of Forres Events Ltd can be contacted via info@forrevents.com

An organising committee is responsible for delivering Grant Park 100. Key contacts are noted below:

Name	Role	Contact
Alan James	Chair	
Joanna Taylor	Vice Chair & Secretary	info@forrevents.com
Emma Swanson	Digital	info@forrevents.com
Peter Taylor	Legal, Stalls	stalls@forrevents.com
Claire Doughty	PR	claire@clairedoughtypublicity.uk
Ainsley James	Volunteers	vol@forrevents.com
Fred Davidson	Infrastructure	infra@forrevents.com
Louise Munro	Finance	fin@forrevents.com
Ian Chapman	Sponsors, marketing	marketing@forrevents.com
Alex Ross	Event manager	eventmanager@forrevents.com



Sponsorship opportunities

Grant Park 100 is marking a **generous** act of **philanthropy** in **1924** and we thank those who can support our endeavours in the spirit of generosity a hundred years later.

We recognise that businesses need **return on any involvement** and therefore we have created **different grades of sponsorship** to suit different **budgets**, business **interests** and promotional **ambitions**.

These grades can be seen overleaf.


There will be a limited number of the Primary, Gold and Silver grades. Early agreement will give greater exposure of digital and other marketing activity.

A sponsorship application form is available on the website <https://grantpark100.com/sponsor/>

Sponsorship opportunities

Benefit	Primary	Gold	Silver	Bronze
	bespoke	£2,500 + VAT	£1,250 + VAT	£250 + VAT
Advertising logo on Grant Park 100 website	✓	✓	✓	✓
Advertising logo in Grant Park 100 programme	✓	✓	✓	✓
Free entry for 2 Adults to Grant Park 100	✓	✓	✓	✓
Advertising logo on Grant Park 100 display screen (12sqm)	✓	✓	✓	✓
Enhanced logo presence on Grant Park 100 display screen	✓	✓		
Free entry for 2 further Adults	✓	✓	✓	
Refreshments in sponsors' marquee	✓	✓	✓	
Enhanced social media coverage	✓	✓		
Sponsorship of a class of competition	✓	✓		
Reserved parking	✓	✓		
Named sponsor of a marquee, arena or other element of Grant Park 100	✓			

A sponsorship application form is available on the website <https://grantpark100.com/sponsor/>



Sponsorship opportunities

There are also opportunities for **businesses** and individuals to **sponsor** individual competitions. For **Primary** and **Gold** sponsors there are opportunities to sponsor a **class** of one of the competitions. A provisional list of such competitions is available on request.

Sponsorship **does not** include traditional banners as their plastic is not recyclable, and we wish to offer innovative and sustainable options. We will therefore **focus** on digital presentation of information about sponsors on the website, to which traffic will be driven for tickets, information, entry forms and programmes, and on screens on the park during Grant Park 100.

Primary, Gold and Silver sponsors will be provided with light refreshments in a dedicated sponsors' marquee. A limited number of additional guest tickets may be purchased.

A sponsorship application form is available on the website <https://grantpark100.com/sponsor/>

Enquiries regarding our various sponsorship opportunities can be made to Ian Chapman via marketing@forrevents.com

Site plan



- 1: Parking
- 2: Accessible Parking
- 3: Marquees
- 4: Arenas
- 5: Music Stage
- 6: Main Entrance and traffic flows
- 7: Perimeter fence