



The Great Britain Championships



Friday 22nd to Sunday 24th October 2021

CONNECT WITH OUR COMMUNITY!

Vendor Packages - which include print, video & social advertising. Increase brand awareness and get your message sent with a customised sponsorship package.

Printed adverts in our Dancing Programme and on screen on our digital media channel throughout the Event.

Get your message across on Video! 30 seconds spots will screen on our digital media channel.

Connect with attendees before, during and after the Event through our social media channels with audience of 4,000.

WELCOME

On behalf of the Southern England Regional Council, I am delighted to welcome you to the Great Britain Championships to be held in the heart of London from 22nd to 24th October 2021.

We are delighted to announce we have secured The Copthorne Tara Hotel – London Kensington - as our new venue for this year's event. Situated moments from the buzz of Kensington High Street, the hotel offers a seamless blend of personalised service with unrivalled comfort and the management team have worked hard with the Council to ensure our event is a successful one and we look forward to welcoming you all.

The hotel is the ideal location from which to explore the capital and make it a pleasant weekend away. Kensington has several of the UK's Top 20 Most Visited Attractions, namely, the Natural History Museum, Science Museum, V&A Museum, and Royal Albert Hall and is home to Kensington Palace & Gardens. Kensington High Street offers shoppers chic boutiques and plenty of fabulous eateries for the foodies amongst us. Kensington sits only 40 to 45 minutes away from Heathrow Airport and all major train stations that come into London are also just around the corner.

Please be assured that we will be adhering to all Covid-19 secure guidelines and will implement procedures in accordance with the latest UK Government guidelines. Further details will be shared closer to the time of the event. Hopefully we will be able to run an un-restricted event and with this in mind, please take advantage of our "Early Bird" entry date as you do not want to be disappointed, should we find ourselves in the unfortunate position of having to cap entry numbers under any government restriction changes.

Please follow us on our Facebook page where all updates about the event will be posted. <https://www.facebook.com/Great-Britain-Irish-Dancing-Championships-106945411599654>.

We are so looking forward to spending time with colleagues, parents and dancers that have been separated from each other for what has been such a long time. Although we have continued to support each other throughout – albeit for most through zoom/teams - what can only be described as a life changing event for us all, it will be wonderful to watch our talented dancers perform once again live on stage.

We would like to take this opportunity to thank everyone that has supported the Great Britain Championships in previous years, and we look forward to welcoming you to London with "open arms" (literally) in October.

Fiona Diggins (ADCRG)

Chair – Southern England Regional Council



The Great Britain Championships



CORPORATE ADVERTISING & SPONSORSHIP



TCRG ADVERTISING & SPONSORSHIP



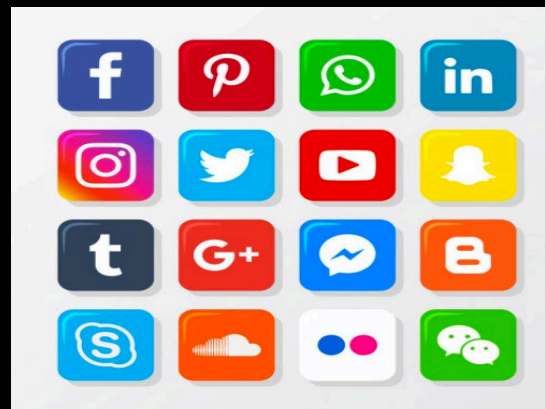
VENDING



HAIR & MAKE-UP



ADVERTISING & MEDIA SPECIFICATIONS



APPLY, UPLOAD & PAY



CORPORATE ADVERTISING & SPONSORSHIP

OPTION 1

£150

- A4 Colour Advert
- Social Media: One post prior to event.
- Your advert on our Digital Media channel throughout the Event

OPTION 2

£300

- A4 Colour Advert
- Social Media: One post prior to event.
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of a Championship, including presentation of awards.

OPTION 3

£400

- A4 Colour Advert
- Social Media: One post prior to event.
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of a Championship, including presentation of awards.
- 1 Pop-up Banner at Event*

OPTION 4

£500

- A4 Colour Advert
- Social Media: One post prior to event.
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of a Championship, including presentation of awards.
- 1 Pop-up Banner at Event*
- 30-second Video Advert continuously screened on Digital Media channel throughout the event.

OPTION 5

TO BE NEGOTIATED

- A4 colour advert in Programme (back or inside front/back cover).
- Social Media - Main Sponsor continuous posts, prior to and during Event.
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of 1 Boys and 1 Girls Championship, including presentation of awards.
- Pop-up Banner located at Championship Hall entrance *
- 30-second Video Advert continuously screened on Digital Media channel throughout the event.
- Main Sponsor banner (supplied by GB) displayed beside all stages with your company name and logo. Announcements before every Championship thanking our Main Sponsor.
- 1 Hotel room for three nights in the Host Hotel, including breakfast & 2 tickets to the Teachers Reception

*** ALL VENDORS AND SPONSORS TO PROVIDE THEIR OWN POP-UPS**

TCRG's ADVERTISING & SPONSORSHIP

SHOW YOUR SUPPORT!

We are delighted to offer a reduced rate for programme advertising and Championship Sponsorship to all Teachers registered with An Coimisiun Le Rinci Gaelacha in 2021.

We are making available three packages at reduced rates which includes new digital media adverts.

Lets helps make the return to London of this prestigious event a great success - so that we can make London its forever home.

Please adhere to all the Guidelines Specifications on the SOCIAL MEDIA SPECS page.

DISCOUNTED ADVERTISING

OPTION 1

£100

- A4 Colour Advert
- Your advert on our Digital Media channel throughout the Event

OPTION 2

£250

- A4 Colour Advert
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of a Championship, including presentation of awards.

OPTION 3

£350

- A4 Colour Advert
- Your advert repeated on our Digital Media channel throughout the Event
- Sponsorship of 1 Boys and 1 Girls Championship, including presentation of awards.

VENDING

OPTION 1

£750

- 1 x 6ft Table in vendor village
- 1 Pop-up Banner at stand *
- Social Media: One post per week prior to event, one post during event.
- A4 colour advert in Programme
- Your advert on our Digital Media channel throughout the Event

OPTION 2

£2,500

- Large space in vendor village
- 2 Pop-up Banners at stand *
- Social Media: One post per week prior to event, daily posts during event.
- A4 colour advert in Programme
- Your advert repeated on our Digital Media channel throughout the Event
- 1 complementary chair in the Hair and Make-up Lounge
- Sponsorship of a Championship, including presentation of awards.
- Pop-up Banner located at Championship Hall entrance

OPTION 3

T.B.N.

- Prestigious space in vendor village
- 2 Pop-up Banners at stand *
- Social Media - Main Sponsor continuous posts, prior to and during Event.
- A4 colour advert in Programme (back or inside front/back cover).
- Your advert repeated on our Digital Media channel throughout the Event
- 2 complementary chairs in the Hair and Make-up Lounge
- Sponsorship of 1 Boys and 1 Girls Championship, including presentation of awards.
- Pop-up Banner located at Championship Hall entrance
- Main Sponsor banner (supplied by GB) displayed beside all stages with your company name and logo.
- Announcements before every Championship thanking our Main Sponsor.
- 30-second Video Advert will screen continuously on Digital Media channel throughout the event.
- 1 Hotel room for three nights in the Host Hotel, including breakfast.
- 2 Tickets to the Teachers Reception

HAIR & MAKE-UP VILLAGE

£200

- 1 x 6ft Table, Ring Light, Stool/Chair & 1 Pop-up Banner *
- Social Media: One post per week prior to event, one post during event.

*** ALL VENDORS AND SPONSORS TO PROVIDE THEIR OWN POP-UPS**

ADVERTS, VIDEO & SOCIAL MEDIA SPECIFICATIONS

PROGRAMME ADVERT SPECS

- PAPERSIZE: A4
- Submit artwork (colour preferred) in **JPG, PDF or PNG.**
- Artwork to be emailed to: marketing@sercweb.com
- Submit via file transfer (Dropbox, WeTransfer, etc.) to: marketing@sercweb.com

SOCIAL MEDIA SPECS

- Image ratio
- 1:1 (square) highly recommended
- Be sure to include message and links.
- Submit via file transfer (Dropbox, WeTransfer, etc.) to: marketing@sercweb.com

VIDEO SPECS

- 30-second maximum
- Video File Type: **MP4**
- Video Sound Format: **AAC or MPEG4**
- Recommended frame rate: 30 frames per second
- Ratio: **16:9 (landscape; 1.78)**
- Submit via file transfer (Dropbox, WeTransfer, etc.) to: marketing@sercweb.com

ADVERTISING STANDARDS AND GUIDELINES

In the interest of child protection and fair play, please adhere to the following guidelines when submitting adverts for the Official Programme and Digital Media Channels:

- No last names listed for children.
- No photos of dancers in solo costumes.
- No inappropriate photos.
- School advertising may list the city or area of their locations but not the address or directions.
- Sponsors are responsible for obtaining permission from the parent/guardian of any child whose image is included.
- All submissions are subject to approval by the organisers and adverts will not be published without payment.

DEADLINE for payment: Friday 1st October 2021.

DEADLINE to submit artwork: Friday 1st October 2021.



The Great Britain Championships



Please complete our Advertising & Sponsorship application form

APPLY NOW

Please upload your Artwork for Programme and Artwork for digital media channel at marketing@sercweb.com



Please complete payment for your selected Advertising & Sponsorship Package

BUY NOW

DEADLINE for payment: Friday 1st October 2021.

DEADLINE to submit artwork: Friday 1st October 2021.