



ILLUMINATION TRAIL

BRANDING PACKAGES

2024



OVERVIEW

The Bay of Lights Illumination trail is funded by Torbay Council and the English Riviera BID Company. It plays an intrinsic part of the Bay of Lights initiative, which is a season of festive and illuminated events across Torbay, designed to boost the regions economy and tourism offer outside of the traditional summer season.

Dates: 29th November 2024 - 2nd January 2025

What to expect:

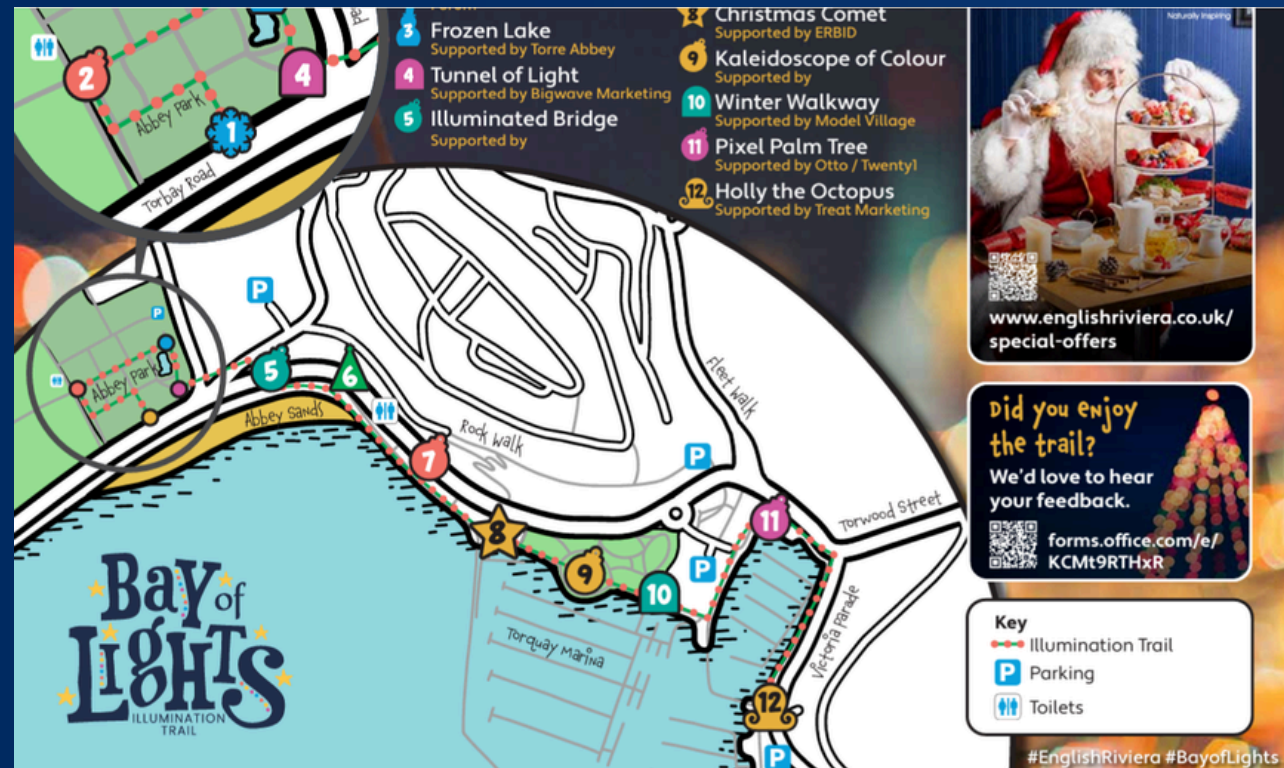
1.5 mile Illuminated Trail across Torquay seafront

Operates daily from 4pm - 11pm

18 individual light installations

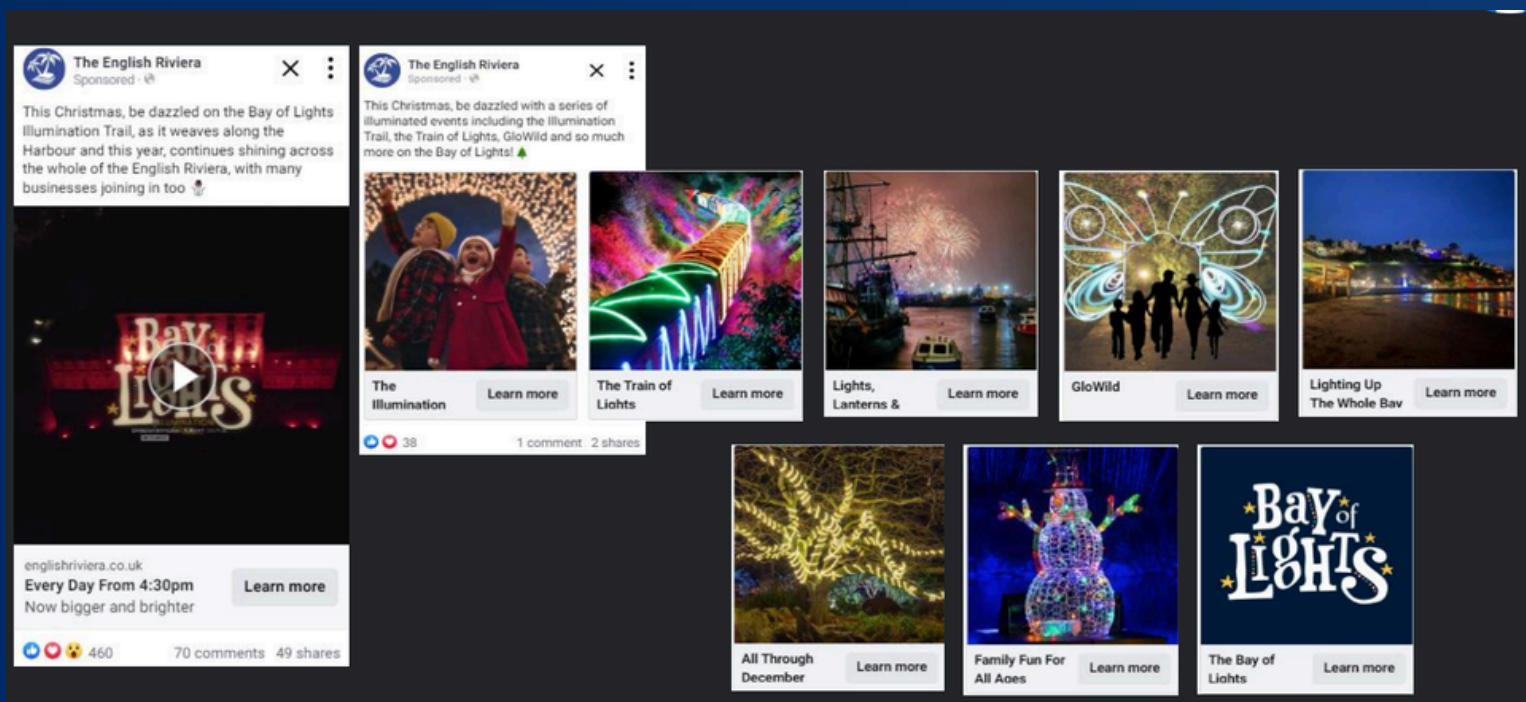


2023 ACTIVITY



Printed Map (3,000 copies)
 Digital map - accessed via
 TC, ER bid website and QR
 codes on the trail

3x dedicated press releases,
 regional media coverage. and
 national news.



English Riviera social media
 BOL Campaign results



1,313,523
 Impressions



22,160
 Clicks

OPPORTUNITY



Extended Exposure

The event runs for nearly 5 weeks offering increased brand exposure and numerous opportunities to promote and engage with audiences in the build up and through the trail.



Diverse Audience

The Bay Of Lights Illumination Trail attracted audiences from all demographics, with a high level of local resident engagement and large levels of user generated content social media coverage



Corporate Community

Be part of the community, and give back this Christmas.

High Customer Satisfaction

997 Feedback Survey Participant's (2023)
- Overage rating 4.57 out of 5

Trail Visitors:

- 89% TQ postcode (Torbay, Teignbridge & South Hams)
- 5% Regional Visitors (EX, PL and South West)
- 6% Elsewhere UK or International

Dedicated BoL Website

+ promoted on ER Bid and TC websites.

Social Media

X3 BoL, ER Bid (69K followers) & TC (12K)

Printed and Digital Map

Digital map plus 3000 printed maps.

Press Releases and Coverage



BRANDING PACKAGE

- Dedicated sponsorship of a light installation
- Company name of the installation (e.g. Torbay Council Tree)
- Plaque on installation with sponsor company name
- Logo on BOL website being launched (1st Oct)
- Logo on all BOL posters/adverts
- Social media posts from Oct 1st to 3rd Jan
- 5 weeks of 24hr on site coverage/exposure
- Trail map reference (3,000 copies)
- Website presence on ERBID/TC and social media channel coverage
- 3x BOL Press releases to regional media highlighting/thanking sponsors
- Corporate company self promotion opportunities

£2500
per installation

*marquee installation £5K

CONTACT US



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