

# 2 - 24 DECEMBER 2022 CHRISTMAS AT BOLESWORTH

PARTNERSHIP OPPORTUNITIES



BOLESWORTH

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BOLESWORTH CASTLE • CHESHIRE

# The perfect way to celebrate Christmas in Cheshire

Make magical festive memories that last a lifetime this year!

Tis' the season to celebrate with loved ones, so we invite you, your family and friends to discover our sparkling Christmas at Bolesworth experience in the heart of Cheshire from December 2 to December 24 2022.

Please contact **Natalie Collins** for further information:  
E: [natalie.collins@bolesworth.com](mailto:natalie.collins@bolesworth.com) | M: 07593 437 403  
or call the office on **01829 701 508**

**B**olesworth's grounds near Chester will again be transformed into a festive wonderland, festooned in seasonal sparkle and yuletide cheer for a month of unforgettable winter magic. Our incomparable enchanted Christmas Lights Trail returns for 2022 featuring an all-new route, a spectacular light show incorporating Bolesworth Castle itself and a unique water display on our beautiful lake.

You can also look forward to a spectacular fairground, Christmas markets featuring shopping, food and winter warmers, Santa's magical grotto, reindeer encounters and our exclusive champagne experiences; there's snow better place to get into the seasonal spirit this year!

- With the historic cheshire castle as your backdrop and bathed in seasonal colour, Bolesworth will become a winter wonderland illuminated by more than 40,000 lights around our 1.2 Mile accessible christmas lights trail.
- The dazzling pathway winds along a new route through Bolesworth's magnificent grounds near Chester, into our enchanted forest and past our shimmering lake... all drenched in vibrant festive hues. We know little (and some bigger) legs may find the entire trail tiring, so we've planned a number of accessible paths that let you plan a route to suit you.
- There's also plenty of interactive activities along the route, plus surprises along the way... you may even have the chance to meet our friendly reindeer as they get ready for the big day.
- The trail also takes-in our winter warming indoor Alpine Lodge; the perfect place to take a break from the cold and packed with things to do for the whole family. Featuring interactive festive games, story time with Santa's elves, Christmas films, food and drink areas and most importantly plenty of places to sit, before you head back out on your festive adventure.

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Festive magic to your experience with a visit to Santa's Grotto.

Champagne island is the perfect way to celebrate and make your spirits bright!

Get into the Christmas spirit by exploring our merry Christmas Market.

Enjoying a host of fairground attractions for all ages...

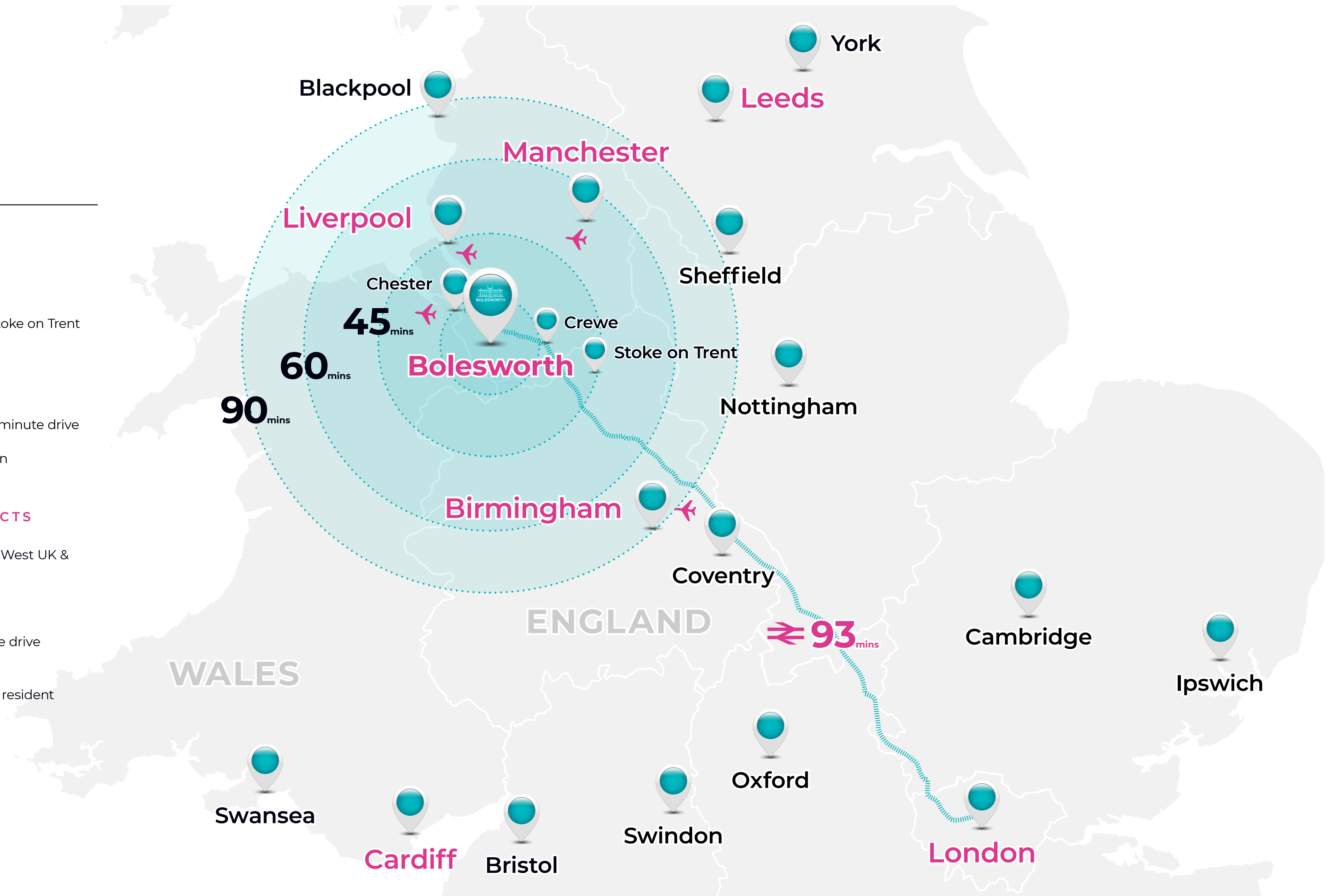
# Travelling to Bolesworth

## TRAVEL FACTS

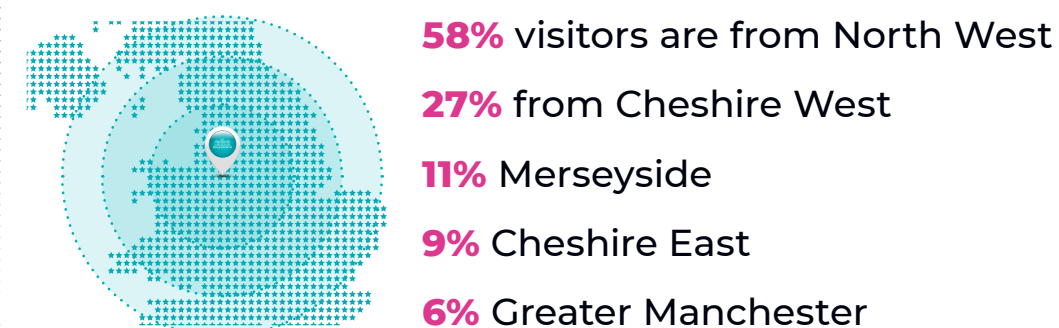
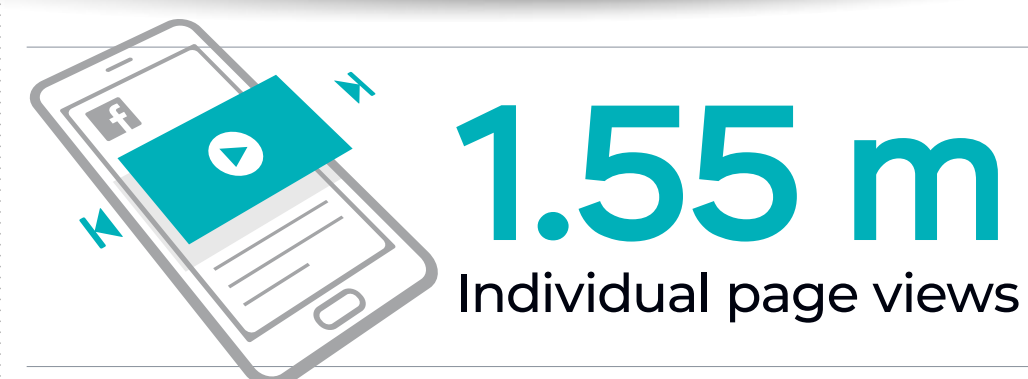
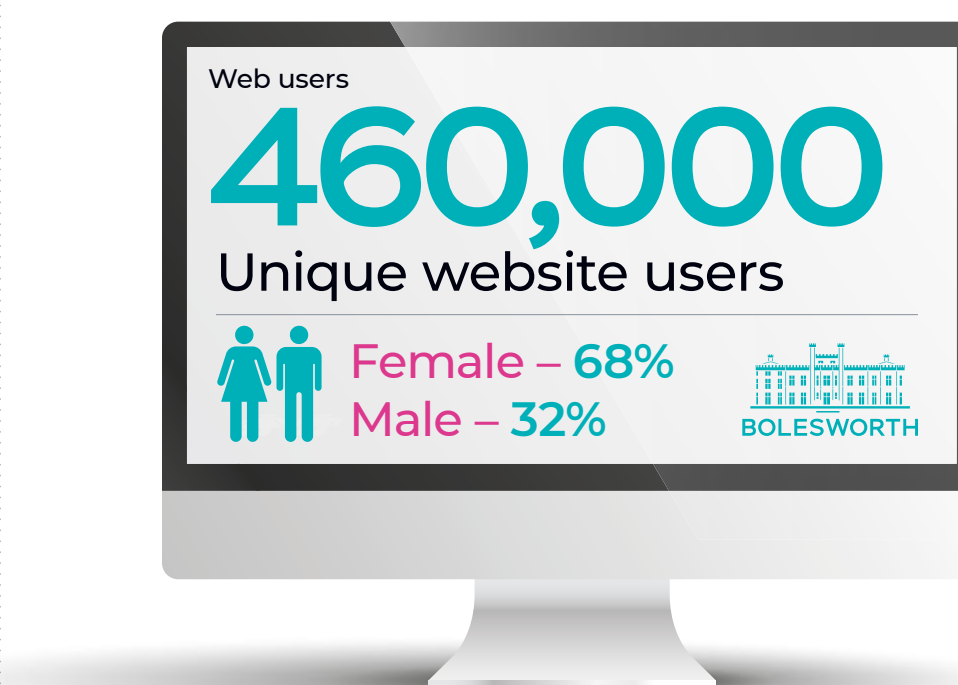
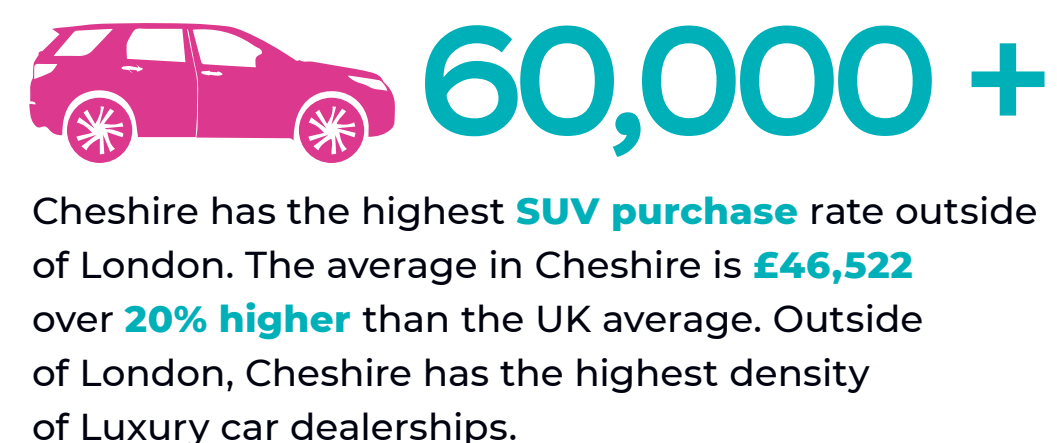
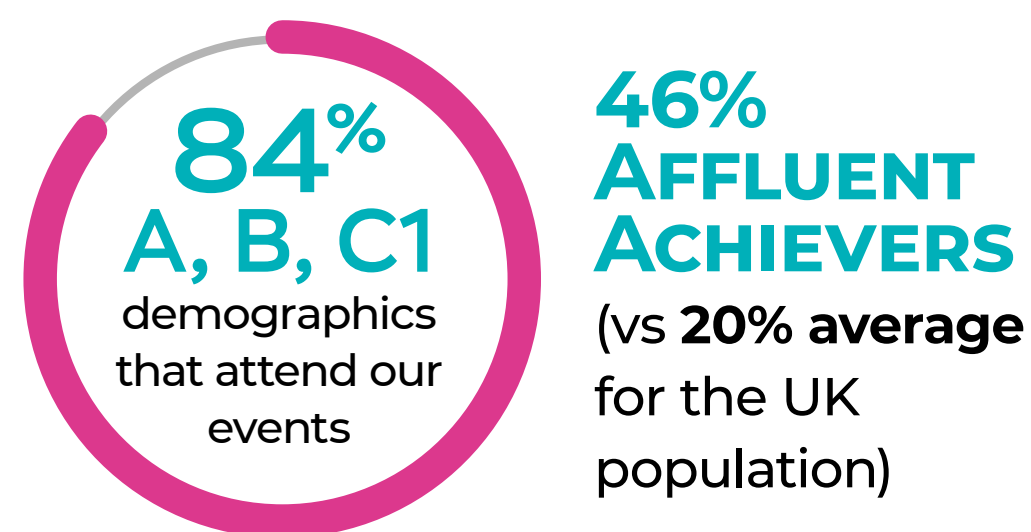
- **20 minutes drive** from Chester
- **45 minutes drive** from Liverpool & Stoke on Trent
- **60 minutes drive** from Manchester
- **90 minutes drive** from Birmingham
- **3 International Airports** within a 60 minute drive
- **93 minutes by train** to London Euston

## NORTHWEST POPULATION FACTS

- **7.4 million** – Population of the North West UK & North Wales
- **1.1 million people** live in Cheshire
- **900,000 people** live with a 30 minute drive from Bolesworth
- **42yrs the average age** of a Cheshire resident
- **457 residents** per square km
- **2.34 residents** per household



# Facts, Figures & Audience Demographics



BOLESWORTH CASTLE • CHESHIRE

# Pricing and Opportunities

 2 – 24 December 2022

Become part of a small group of partners and activate with an engaged North West family audience. Our partnerships are focused on delivering the best ROI for our partners.

- Engage with a family audience
- 50,000 visitors
- Dwell time of over 3hrs

## Option 1

### PRESENTING PARTNER

Christmas at Bolesworth presented by **‘Brand’**

➤ Partnership to include: [Click here](#)

**£50,000**

## Option 2

### EXCLUSIVE CATEGORY PARTNER

**‘Brand’** the exclusive **‘Category’** partner of Christmas at Bolesworth

➤ Partnership to include: [Click here](#)

**£25,000**

## Option 3

### CHRISTMAS LIGHTS TRAIL ZONE PARTNER

Example; The Enchanted Woods presented by **‘Brand’**

➤ Partnership to include: [Click here](#)

**£10,000**

## Option 4

### SPONSOR

Partnerships designed for local/North West businesses

➤ Partnership to include: [Click here](#)

**£5,000**

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## ► The Sparkling Christmas At Bolesworth Lights Trail

The trail also takes-in our winter warming indoor Alpine Lodge; the perfect place to take a break from the cold and packed with things to do for the whole family. Featuring interactive festive games, story time with Santa's elves, Christmas films, food and drink areas and most importantly plenty of places to sit, before you head back out on your festive adventure.

### MORE SEASONAL EXPERIENCES TO UNWRAP

#### ■ Santa's Grotto

With the countdown to Christmas on, add an extra sprinkle of festive magic to your experience with a visit to Santa's Grotto.

#### ■ Champagne Island

Fizz the season to be jolly and our Champagne Island is the perfect way to celebrate and make your spirits bright!

#### ■ Lakeside Champagne Bar

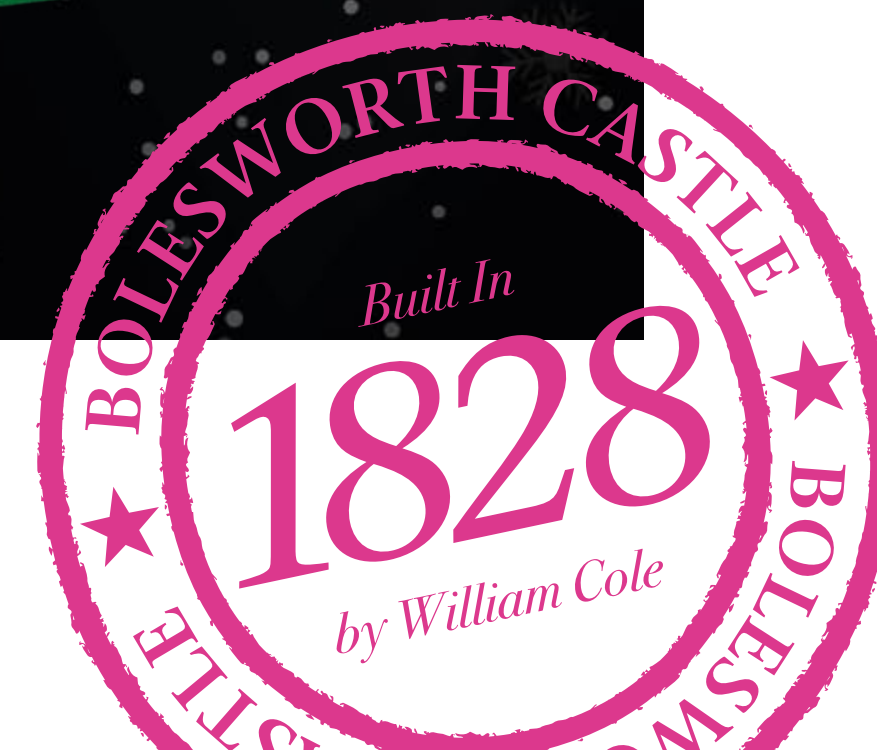
If the Christmas lights trail wasn't sparkling enough take a moment to stop and enjoy some fizz at our idyllic lakeside bar whilst taking-in stunning views across the enchanted Bolesworth lake.

### EVENT MAP

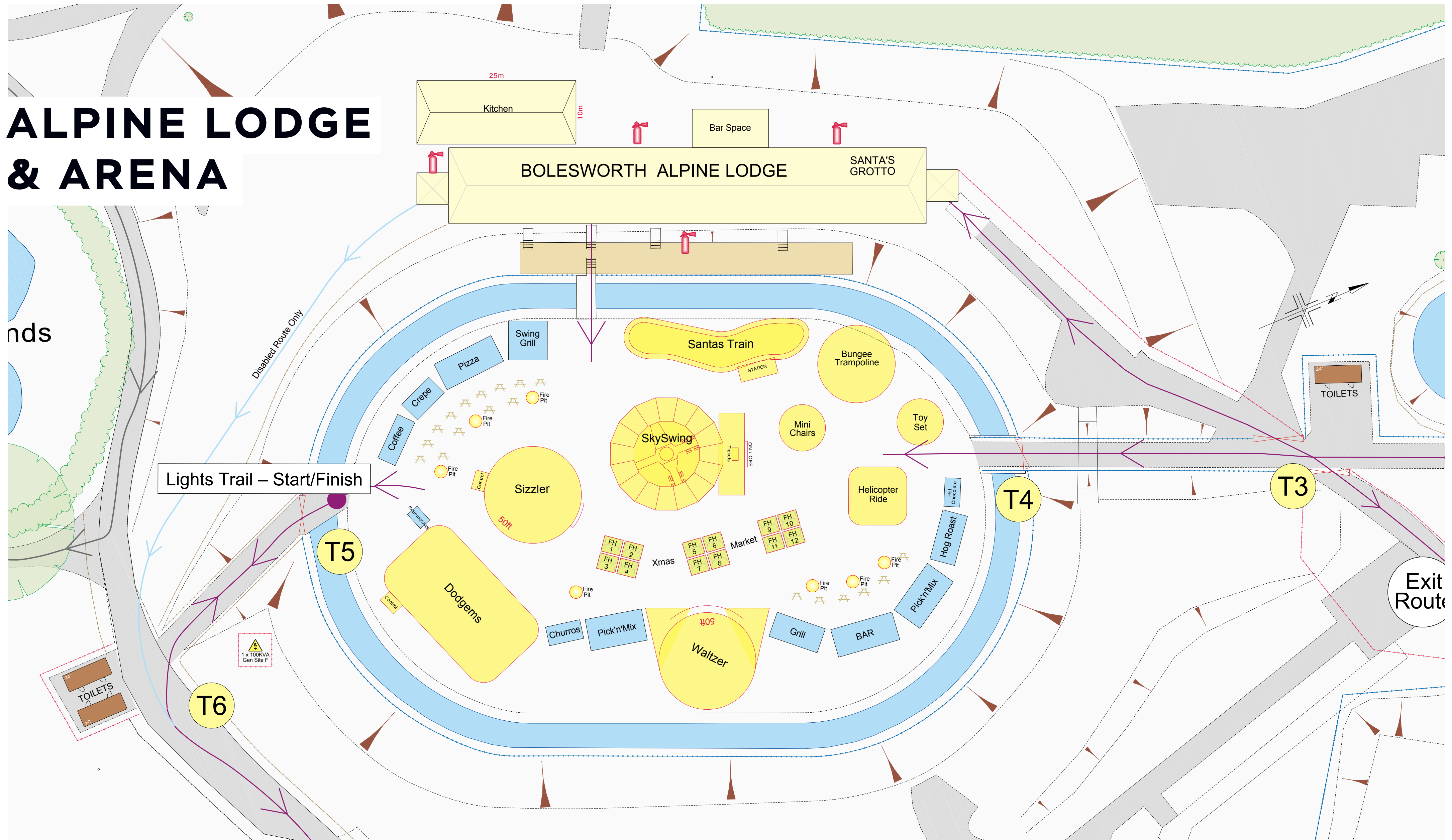
1. Entrance
2. Santa's Grotto
3. The Alpine Lodge
4. Fairground
5. Shopping, Bars & Food
6. Lights Trail Start
7. The Enchanted Forest
8. Rudolph's Rest
9. Lakeside Champagne Bar
10. Champagne Island Experience
11. Water Projections
12. Castle Light Projections Show
13. Illuminated Bridge
14. Tunnel of Lights

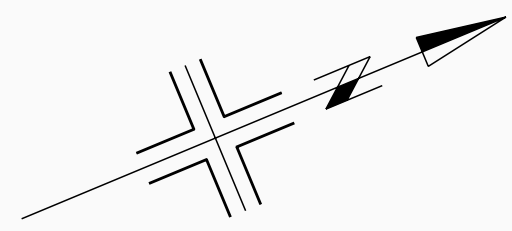
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# ALPINE LODGE & ARENA





# Christmas at Bolesworth Sponsorship Opportunities 2022

## Brand Placement

Delivering the best ROI for our Partners...	Christmas at Bolesworth Presenting Partner	Exclusive Category Zone Partner	Christmas Lights Trail Zone Partner	Christmas at Bolesworth Sponsor
Bolesworth Assets	£50K	£25K	£10K	£5K
BRAND PLACEMENT				
Logo on TV Advertising	✓	✗	✗	✗
Radio Advertising	✓	✗	✗	✗
Radio Competitions	✓	✗	✗	✗
Logo on all venue signage	✓	✗	✗	✗
Logo on Outdoor media	✓	✗	✗	✗
Logo on Ticketing	✓	✗	✗	✗
Logo on all print advertising	✓	✗	✗	✗
Logo on Entrance signage	✓	✓	✗	✓
Logo on VIP Partners Board	✓	✓	✓	✓
Logo on Event Guide	✓	✓	✓	✓
Alpine Lodge ' Partner Photo Op'	✓	✓	✓	✓
Advert/Feature in Bolesworth Magazine	✓	✓	✗	✗

# Christmas at Bolesworth Sponsorship Opportunities 2022

## ► Naming Rights & On Site Activation

Delivering the best ROI for our Partners...	Christmas at Bolesworth Presenting Partner	Exclusive Category Zone Partner	Christmas Lights Trail Zone Partner	Christmas at Bolesworth Sponsor
Bolesworth Assets	£50K	£25K	£10K	£5K
<b>NAMING RIGHTS &amp; ON SITE ACTIVATION</b>				
Brand activation Product placement	✓	✗	✗	✗
Zone Product placement	✓	✓	✓	✗
Retail area	✓	✓	✗	✗
Naming rights to Christmas at Bolesworth	✓	✗	✗	✗
Naming rights to Enchanted Wood	✗	✗	✓	✗
Naming rights to Christmas Village	✗	✓	✓	✗
Naming right to Lake Projections	✗	✗	✓	✗
Naming rights to Castle Illuminations	✗	✓	✓	✗
Naming rights to Tunnel of Light	✗	✓	✓	✗
Naming rights to Rudolphins Rest	✗	✓	✓	✗
Naming rights to Alpine Lodge	✗	✓	✓	✗
Naming rights to Santa's Grotto	✗	✓	✓	✗
Naming rights to Champagne Island	✗	✓	✓	✗
Naming rights to Bars	✗	✗	✓	✗

# Christmas at Bolesworth Sponsorship Opportunities 2022

## Naming Rights & On Site Activation | Ticketing & Events

Delivering the best ROI for our Partners...	Christmas at Bolesworth Presenting Partner	Exclusive Category Zone Partner	Christmas Lights Trail Zone Partner	Christmas at Bolesworth Sponsor
Bolesworth Assets	£50K	£25K	£10K	£5K
NAMING RIGHTS & ON SITE ACTIVATION				
Bespoke Event Video Edit	✓	✗	✗	✗
Full Media Campaign Coverage	✓	✓	✗	✗
Media Announcement	✓	✓	✓	✓
Logo and link on Website	✓	✓	✓	✓
Feature on Website	✓	✓	✗	✗
Email Newsletter to Bolesworth subscribed data	✓	✓	✓	✓
Social media features	✓	✓	✓	✓
Social media competitions	✓	✓	✓	✗
TICKETING & EVENTS				
Standard Admission Tickets	✓	✓	✓	✓
Private Christmas Party Package*	✓	✗	✗	✗
Private VIP Champagne Dome	✓	✓	✗	✗
Champagne Island Experience	✓	✓	✓	✓



2 - 24 DECEMBER 2022

# CHRISTMAS AT BOLESWORTH

MAKE MAGICAL FESTIVE MEMORIES THAT  
LAST A LIFETIME THIS YEAR!

**Thank you**  
CONTACT DETAILS



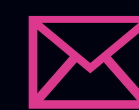
**Natalie Collins**

HEAD OF COMMERCIAL DEVELOPMENT

Bolesworth Castle,  
Tattenhall, Chester CH3 9HQ



+44 (0)7593 437 403



natalie.collins@bolesworth.com



bolesworth.com