



ROUNABOUT SPONSORSHIP

Thank you for enquiring about roundabout sponsorship in the Borough of Newtownabbey. We can offer a cost-effective opportunity to reach thousands of potential customers by placing your business name in highly visible locations at Newtownabbey roundabouts.

Newtownabbey's roundabouts have had a massive makeover in a joint DRD Roads Service initiative and your business could be part of this exciting scheme. By sponsoring a roundabout you will not only raise your business profile but also make a positive contribution to the Newtownabbey area. Sponsoring a roundabout will help to increase awareness of your company name by highlighting your presence in the local community.

Improvements to roundabouts will make a significant impact on the area and the environment of those who live and work in the locality. Your company name would be in front of thousands of motorists and passengers every day.

For your information please find enclosed details on the roundabout sponsorship process.

In the meantime if you have any queries please contact me on tel: 028 9034 0043 or email me on cdouglas@newtownabbey.gov.uk

Yours sincerely

Caroline Douglas
Business Support Manager

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Roundabout Sponsorship Information Pack

Why use roundabout sponsorship?

A highly effective opportunity for businesses to raise their profile and promote their name to thousands of people per year, whilst making a positive contribution to the Borough's local community.

Sponsorship Objectives:

- To attract more customers to your business
- To build your brand/image with the local community
- Being involved in enhancements within the local area
- Exclusivity with only one sponsor per site
- Forging stronger links with your Newtownabbey Borough Council
 - Supporting the Councils' initiative
 - Beautifying the Borough
- Raising the profile of your product or service
- Increased awareness of your business in a highly visible location

Roundabouts are unique!

- Your company names will be seen 24 hours a day, 365 days a year by thousands of motorists and pedestrians in the local area – your target market
- Drivers and pedestrians instantly recognising your company name
- Constant reminder to passers-by/motorists
- There are only a limited number of roundabout opportunities in the Borough (up to 17)
- Cheapest and Best Value form of advertising
 - Cost is very attractive in relation to other media
- Additional PR opportunities with local media

Dimensions of sign

750m

What can we offer you?

- Signs at each approach
- Flower Towers planters
- Plants – already purchased and planted
- Landscaping completed
- Planning permissions obtained
- Signage compliancy
- Annual Maintenance
- Security & Damage



400m

Sponsorship includes:

- Includes costs of any appropriate planters/sculpture
- Maintenance of soft landscaping
- Installation & Removal costs
- Costs of signage
- Maintenance of signage
- Insurance

Signs

You will have a sign at each entrance/exit leg of the roundabout. Each sign will be no larger than 400mm by 750mm. The sign can be positioned up to a maximum of 600mm off the ground. Each sign can contain your company logo and name. Regarding text and graphics we do have some limited flexibility but telephone numbers and web addresses are prohibited due to regulations from the Department of Regional Development.

Comparative media costs

Static sites, e.g. signs positioned Main entrances, exits of retail parks, commuter & leisure centres, cinemas	Average £150 - £180 per 2 weeks
Adshels e.g bus shelters & bus advertising	Average £125+ per 2 weeks
Billboards & Landmarks	£300 - £550 per 2 weeks
Bridges	£25,00- - £50,000 annually
Local print media	£60 plus weekly

Submission of Bids

We ask you to bid on your roundabout of choice. You can bid for more than one roundabout. You simply bid the amount your company can afford to pay using the attached bid documentation.

Driving A Message Home...

By sponsoring Roundabouts with Newtownabbey Borough Council the signs will be seen by thousands of motorists and pedestrians in the local area

BID DOCUMENTATION

BIDS FOR SPONSORSHIP OPPORTUNITIES AT ROUNDABOUTS & FLOWERBED AREAS

Quotations are invited for the sponsorship of planting etc. at new roundabouts and existing flower beds in the Newtownabbey Borough Council area.

As part of our commitment to involving local businesses in its services for the community, the Council is seeking sponsors for a number of high-profile sites around Newtownabbey.

Bids should be forwarded in the envelope provided, **sealed** and clearly marked:

“Quotation for Sponsorship Opportunities at Roundabouts”

For the attention of:

**Leisure Services Department
Newtownabbey Borough Council
Mossley Mill
NEWTOWNABBEY
BT36 5QA**

Bids submitted by fax or electronic mail will be considered.

The Council is not bound to accept the highest or any bid nor will the Council be involved in expenses incurred in the preparation of the quotation.

If you are interested in any of the following packages please enter your bid (**excl. VAT**) in the appropriate box and return to the address above.

The Council will not accept any bid lower than £750.00 per annum. For any amounts under £1500.00 per annum, the sponsor will be expected to sign up for a minimum of 3 years.

If you are interested in more than one site, enter your bid against each site. Should you have the highest bid for more than one site, we will contact you to discuss which site(s) you wish to take up.

BID FOR ROUNDABOUT SPONSORSHIP

		Price Per Annum
No	Name	Enter Your Bid (£) (Excl VAT)

Information

Information on signs are detailed as in the enclosed sample

Sign Sizes

Please note the sign sizes:

On larger roundabouts sponsor's signs are 75cm x 20cm with a separate NBC sign. While on smaller roundabouts and flowerbed areas sponsor's details and NBC logo may be incorporated in an A3 (42cm x 30cm) sign. High reflective signs are available if the sponsor agrees to meet the extra costs for providing them.

Further information concerning any aspect of the quotation request may be obtained from **Caroline Douglas, Business Support Manager** on **02890 340207** or email cdouglas@newtownabbey.gov.uk.

Signed: _____ Position: _____

Name of Firm: _____






Address: _____







Date: _____







Tel No: _____ Fax No: _____

Email No: _____ Mobile No: _____

Roundabout Sponsorship (Oct 2011)

	Map	Location	Details	Stats (Weekly figures)
Available Sites				
1		Northcott Ballyclare Road	1 of 2 roundabouts located at Northcott Shopping centre	9,200 (2009)
				
2		Glengormley High Sch Ballyclare Road	1 of 2 roundabouts located at Northcott Shopping centre	9,200 (2009)
3		Whiteabbey Shore Road & Station Road	Large roundabout with sculpture on Shore Road	193,593 (Shore Road 2011)
				

4		<p>Manse Road, Prince Charles Way</p>	<p>Roundabout from Manse Road leading onto top of Prince Charles Way</p>	<p>14,423 (2009)</p>
				
5		<p>Hazelbank M5 & Shore Road</p>	<p>Main roundabout off the Shore Road dual carriageway (M5)</p>	<p>327,880 (weekly figures 2011)</p>
				
6		<p>Cloughfern Corner Doagh Road, Station Road and O'Neill Road</p>	<p>Whiteabbey, at Whiteabbey Hospital</p>	<p>24,531 (2009)</p>
				

7		<p>Burnthill Prince Charles Way, Burnthill Road, Glebe Road & Ashgrove</p>	<p>Located on Prince Charles way, close to Ashgrove Primary School</p>	<p>14,423 (2009)</p>
				
8		<p>Ballyclare Road, Ballyhenry Road Manse Road</p>	<p>Top of Ballyhenry Road leading onto Ballyclare Road</p>	<p>21,579 (2009)</p>
				
9 *		<p>Mill/Longlands Roundabout at Abbeycentre Church Rd, Old Church Rd, Mill Rd & Longlands Rd</p>	<p>Brick Roundabout located at Arthur Road/Longlands Road</p>	<p>24,531 (2009)</p>
				

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Manse Road to New Mossley
Beverley Road,
B90, Carnmoney
Road North, Manse
Road





Roundabout in middle of
Manse Road which leads to
Carnmoney Road North and
Beverley Shops

12,671
(2009)



Sites up for Renewal				
1 1		<p>Houstons Corner A8, Doagh Road & Larne Road</p>	<p>Large Roundabout at the intersection of Ballynure Road, Doagh Road and Larne Road</p>	<p>118,768 (2011 weekly figures)</p>
<p>Currently under contract with Ashers</p>				
				
1 2		<p>Colemans Corner Larne Road, A8, Carnall Road & Hillhead Road</p>	<p>Hedge sculpture on roundabout. Off roads to Hillhead Road, Carnall Road</p>	<p>132,702 (2011 weekly figures)</p>
<p>Renewed 18/11 by Brackenwood</p>				
				

Sites under contract			
1 3		<p>Abbey Centre Longwood Road, Church Road</p>	24,423 (2009)
<p>Contract to 2012 – Abbeycentre</p> 			
1 4		<p>Corrs Corner Ballyclare Road, A8, Ballynure Road, Highgate Grove</p>	Large roundabout located at Corrs Corner 225,218 (2011 weekly figures)
<p>Contract to 2012 – Chain Reaction</p> 			
1 5		<p>O'Neill Road B513, O'Neill Road, Prince Charles Way, Church Road</p>	Large roundabout at bottom of Prince Charles way, near to Valley Leisure Centre 80,669 (2011 weekly figures)
<p>Contract to 2012 – Chain Reaction</p> 			

1 6		<p>Lindsay's Corners A57, B59, Templepatrick Road, The Longshot</p>	<p>Large roundabout on Templepatrick & Ballyclare line – turnoff for Doagh</p>	<p>12,300 (2009)</p>
<p>Contract to 2012 – Chain Reaction</p>				
				
1 7		<p>Ballynure A57, A8, Templepatrick Road, B58, Larne Road, Belfast Road</p>	<p>Large roundabout at Ballynure – Belfast Road</p>	<p>Not available</p>
<p>Contract to 2014 – Cherith House Group</p>				
				

* Not taken over from DRD yet