



Get Your Business noticed  
in Rhondda Cynon Taf

## Event Sponsorship Opportunities

Sponsor an event in Rhondda Cynon Taf  
and reach thousands of potential customers.





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**Venue:** A Welsh Coal Mining Experience at Rhondda Heritage Park  
**Date:** April  
**Average attendance:** 2,000 (two day ticketed event)  
Aimed at families with young children and including an Easter Egg Hunt, craft activities and much more, tickets sell quickly for this event.
- 
- 03 Event: Aberdare Festival**  
**Venue:** Aberdare Park  
**Date:** This event is usually a one day event in May. In 2022, Aberdare Festival will be extended to a two-day event to include special celebrations for the Queen's Platinum Jubilee.  
**Average attendance:** 7,800
- 
- 05 Event: Armed Forces Day**  
**Venue:** Ynysangharad War Memorial Park  
**Date:** June  
**Average attendance:** 6,000  
This celebration of our Armed Forces features military-themed entertainment, activities and a live music stage. The event is opened with a military parade throughout the Park. In 2022 Armed Forces Day will include the commemoration of the 40th anniversary of the Falklands War, making this event bigger than ever before.
- 
- 07 Event: Teddy Bears' Picnic**  
**Venue:** Ynysangharad War Memorial Park, Pontypridd  
**Date:** June  
**Average attendance:** 6,000  
This event is aimed at the pre-school market. Nurseries bring bus loads of children and their parents, carers and grandparents. Children enjoy entertainment including a fun fair and stage performances whilst the adults visit the many stalls advising the services they can access via the Council's Family Information Service, Leisure Services and more.
- 
- 09 Event: Big Welsh Bite**  
**Venue:** Ynysangharad War Memorial Park, Pontypridd  
**Date:** August  
**Average attendance:** 20,000 (two day event)  
Our flagship Summer event is undoubtedly the Big Welsh Bite food festival. The two day event takes place on the first weekend of August and attracts 20,000 people who come to enjoy a vast array of food and free entertainment.
- 
- 11 Event: Halloween Spooktacular**  
**Venue:** A Welsh Coal Mining Experience at Rhondda Heritage Park  
**Date:** October  
**Average attendance:** 3,000 (two day event)  
Halloween is celebrated in style at A Welsh Coal Mining Experience at Rhondda Heritage Park. Aimed at families with young children, it includes a Pumpkin Hunt, craft activities and much more. This two day event is highly anticipated and attracts visitors from all over Rhondda Cynon Taf and beyond.
- 
- 13 Event: Santa's Toy Mine**  
**Venue:** A Welsh Coal Mining Experience at Rhondda Heritage Park  
**Date:** December  
**Average attendance:** 17,000 (one month event)  
This is a completely unique experience which is marketed to schools and families. Tickets for Christmas week sell out within hours of sales going live and the entire month of Santa visits sell out within days.
- 
- 15 Event: Christmas Town Centre Events**  
**Venue:** Various town centres  
**Date:** December  
**Average combined attendance:** 15,000  
Christmas is celebrated with Santa's grottos, fun fair rides and festive fun in each of our town centres over the course of several weekends throughout November and December. Each event has its own marketing campaign and is targeted to each town centre and surrounding areas.
- 
- 17 Event: Nos Galan Road Races**  
**Venue:** Mountain Ash  
**Date:** New Year's Eve  
**Average attendance:** 10,000  
This is your chance to sponsor an event that has been a highlight of the sporting calendar for over 60 years and to get your business noticed by potential customers from all over the UK – and beyond!

Rhondda Cynon Taf has a diverse programme of events which take place all year round and are attended by thousands of residents and visitors.

Our events are often free to attend and are held throughout Rhondda Cynon Taf in parks, town centres and venues, such as the award-winning A Welsh Coal Mining Experience. This enables us to not only provide high quality entertainment for residents and visitors, but also to showcase Rhondda Cynon Taf as a shopping and visitor destination.

Our events range from large scale weekend food festivals to Christmas themed events in our town centres.

Every event is promoted with a bespoke marketing plan in order to ensure maximum attendance and also to promote the event sponsors.



As the major event organiser in Rhondda Cynon Taf, we have large and ever growing numbers of followers on our What's On RCT social media channels and also have access to the Council's website and social media channels for press release and major event announcements.

In 2019, just one facebook post announcing ticket sales for our ever-popular Santa's Toy Mine event, was seen by 9298 people!

It's easy to see how sponsoring one of our events can support your business objectives: raising your profile, bringing new customers, and ensuring your brand is noticed by the thousands of people reached via event marketing and of course, by attendees at the event.

This booklet introduces our sponsorship packages. We would be delighted to speak to you too – please get in touch if you are interested in finding out more.

# Sponsorship Packages Information

## Please note:

Rhondda Cynon Taf Council Marketing, Design and Events team will design, print and distribute all material on your behalf as part of your sponsorship.



Email: [events@rctcbc.gov.uk](mailto:events@rctcbc.gov.uk)



# Easter Egg-stravaganza



**Venue:**  
A Welsh Coal Mining Experience,  
Rhondda Heritage Park

**Date:** April  
**Average attendance:** 2,000

Our major events season starts in April with the ever-popular Easter event at one of our premium tourist attractions – A Welsh Coal Mining Experience at Rhondda Heritage Park.

Aimed at families with young children and including an Easter Egg Hunt, craft activities and much more, tickets sell quickly for this two day event.

Visitors come from all over Rhondda Cynon Taf and further afield.

On average, 2,000 visitors attend Easter Egg-stravaganza and many more are reached via social media and marketing.



## Gold Package

A press release and photocall including your company will be published to the home page of A Welsh Coal Mining Experience and RCT Council websites and issued to local media. Social media posts from A Welsh Coal Mining Experience account will link to and promote PR.

Your company logo printed on Easter Egg Hunt card printed and given to every Easter Egg Hunter.

Your logo on four large banners placed outside A Welsh Coal Mining Experience and in Pontypridd and Trehafod to promote the event.

Your name/logo/description on events page of A Welsh Coal Mining Experience website.

A minimum of 15 social media posts thanking you by name from A Welsh Coal Mining Experience accounts.

Your name/logo/strapline and short description displayed on the screen in A Welsh Coal Mining Experience for the duration of the event.

Your name/logo/strapline on A4 posters displayed in A Welsh Coal Mining Experience for the duration of the event.

**Cost: £1,000 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of A Welsh Coal Mining Experience, and RCT Council websites and issued to local media. Social media posts from the What's On RCT and A Welsh Coal Mining Experience accounts linking to and promoting this press release.

Minimum of 10 social media posts from A Welsh Coal Mining Experience accounts acknowledging sponsorship.

Your company logo and description on events page of A Welsh Coal Mining Experience website.

**Cost: £400 + VAT**



# Aberdare Festival



**Venue:**  
Aberdare Park

**Date:** June  
**Average attendance:** 7,800

In 2019, this one day family event attracted a record breaking crowd of 7,800!

People of all ages flock to the beautiful Aberdare Park to enjoy free stage acts, lots of children's entertainment and the large fun fair and food stalls.

In 2022, this will be a two day event to incorporate celebrations for the Queen's Platinum Jubilee.



## Gold Package

An exhibitor pitch measuring 3m x 3m will be made available to you for the duration of the event.

A press release and photocall including your company will be published to the home page of the Aberdare Festival, What's On RCT and RCT Council websites and issued to local media. Social media posts from What's On RCT account will link to and promote PR.

Minimum of 15 social media posts acknowledging your sponsorship on What's On RCT accounts.

Your name/logo on Aberdare Festival website.

500 A5 leaflets advertising your business will be designed, printed and distributed by our staff on site at the event.

Your name/logo on A4 posters distributed to Aberdare town centre businesses and shops to promote the event.

Your company name/logo on a minimum of 3 banners displayed at various locations in Aberdare Park throughout the event.

Your company name and logo will feature on a minimum of 6 banners advertising the event which will be placed at locations throughout Rhondda Cynon Taf in the weeks before the event.

Your name/logo on XL banner advertising event displayed near Aberdare Park in the weeks before event.

**Cost: £2,500 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of Aberdare Festival and RCT Council websites and issued to local media. Social media posts from the What's On RCT accounts linking to and promoting this press release.

Minimum of 10 social media posts from What's On accounts acknowledging sponsorship.

Your name/logo and description on event website.

Two banners including your logo and strapline will be displayed in Aberdare Park for duration of the event.

**Cost: £1,000 + VAT**



# Armed Forces Day



**Venue:**  
Ynysangharad War Memorial Park,  
Pontypridd

**Date:** June  
**Average attendance:** 6,000

This one day event is a celebration of our Armed Forces and features military themed entertainment, activities, a small fun fair and a live music stage.

This year the event will also commemorate the 40th Anniversary of The Falklands War.



## Gold Package

A press release and photocall including your company will be published to the home page of the What's On RCT and RCT Council websites and issued to local media.

Social media posts from What's On RCT account will link to and promote PR.

Minimum of 15 social media posts from the What's On accounts acknowledging sponsorship.

An exhibitor pitch measuring 3m x 3m will be made available to you for the duration of the event.

Your name/logo/strapline on a minimum of three large banners advertising the event positioned across Rhondda Cynon Taf.

Your name/logo/strapline on A4 posters promoting the event which are distributed to town centre businesses and shops in Pontypridd.

500 A5 flyers promoting your company will be designed, printed and published, to be distributed by staff throughout the day.

**Cost: £2,000 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of What's On RCT and RCT Council websites and issued to local media. Social media posts from the What's On RCT accounts linking to and promoting this press release.

Minimum of 10 social media posts from the What's On accounts acknowledging sponsorship.

Your name/logo/description on the What's On RCT website.

Your name/logo/strapline on two large banners advertising the event placed in Ynysangharad War Memorial Park.

**Cost: £600 + VAT**



# Teddy Bears' Picnic



**Venue:**  
Ynysangharad War Memorial Park,  
Pontypridd

**Date:** June  
**Average attendance:** 6,000

This one day event is aimed at the pre-school market.

Nurseries bring bus-loads of children and their parents or carers. Grandparents are also welcomed to this event, where children enjoy entertainment including a fun fair and stage performances whilst the adults visit the many stalls advising the services they can access via the Council's Family Information Service, Leisure Services and more.



## Gold Package

A press release and photocall including your company will be published to the home page of the What's On and RCT Council websites and issued to local media. Social media posts from What's On RCT account will link to and promote PR.

An exhibitor pitch measuring 3m x 3m will be made available to you for the duration of the event.

Minimum of 15 social media posts from the What's On accounts acknowledging sponsorship.

Your name/logo/strapline on large banners promoting the event that are positioned across Rhondda Cynon Taf.

Your name/logo/strapline on A4 posters promoting the event which are distributed to town centre businesses and shops in Pontypridd.

500 A5 flyers promoting your company will be designed, printed and published, to be distributed by staff throughout the day.

**Cost: £2,000 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of What's On RCT and RCT Council websites and issued to local media. Social media posts from the What's On RCT accounts linking to and promoting this press release.

Minimum of 10 social media posts from the What's On RCT accounts acknowledging sponsorship.

Your name/logo/strapline on two large event information banners displayed in Ynysangharad War Memorial Park.

**Cost: £600 + VAT**



# Big Welsh Bite



**Venue:**  
Ynysangharad War Memorial Park,  
Pontypridd

**Date:** August  
**Average attendance:** 20,000

Our flagship Summer event is undoubtedly the Big Welsh Bite food festival.

The two day event takes place on the first weekend of August and attracts 20,000 people who come to enjoy a vast array of food and free entertainment.

To see images of the event, please visit [www.bigwelshbite.co.uk](http://www.bigwelshbite.co.uk)



## Gold Package

A press release and photocall including your company will be published to the home page of the Big Welsh Bite, and RCT Council websites and issued to local media. Social media posts from What's On RCT account will link to and promote PR.

An exhibitor pitch measuring 3m x 3m will be made available to you for the duration of the event.

Minimum of 20 social media posts from the What's On RCT accounts acknowledging sponsorship.

2,000 A5 flyers promoting your company will be designed, printed and published, to be distributed by staff throughout the weekend.

A4 posters distributed to town centre shops and businesses in Pontypridd to advertise the event will display your name/logo/strapline.

Your name/logo/strapline on large banners displayed throughout Ynysangharad War Memorial Park for the weekend.

Your name/logo/strapline on XL banner displayed at the main entrance to the event, which has significant pedestrian and vehicular traffic.

Your logo will be displayed on AO posters displayed at the event which feature the event schedule.

Your sponsorship will be announced at regular intervals throughout the weekend from the event arena.

**Cost: £3,500 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of Big Welsh Bite, and RCT Council websites and issued to local media. Social media posts from the What's On RCT accounts linking to and promoting this press release.

Minimum 10 social media posts from What's On RCT accounts announcing sponsorship.

Your name/logo/strapline and company description on the Big Welsh Bite website.

Your logo and strapline on two large banners displayed in Ynysangharad War Memorial Park during the event.

**Cost: £1,000 + VAT**



# Halloween Spooktacular



**Venue:**  
A Welsh Coal Mining Experience at Rhondda Heritage Park

**Date:** October  
**Average attendance:** 3,000



Halloween is celebrated in style at A Welsh Coal Mining Experience at Rhondda Heritage Park.

Aimed at families with young children and including a Pumpkin Hunt, craft activities and much more, this two day event is highly anticipated and attracts visitors from all over Rhondda Cynon Taf and further afield.

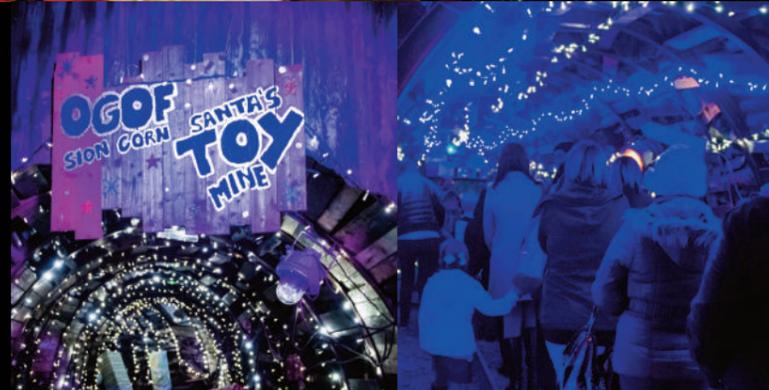
On average, visitor figures over the course of the two days reach 3,000.

<b>Gold Package</b>
A press release and photocall including your company will be published to the home page of the A Welsh Coal Mining Experience, and RCT Council websites and issued to local media. Social media posts from What's On RCT and A Welsh Coal Mining Experience accounts will link to and promote PR.
Minimum of 15 social media posts from the A Welsh Coal Mining Experience and What's On accounts acknowledging sponsorship.
Your name/logo on Pumpkin Hunt cards handed to all Pumpkin Hunters.
Your name/logo on four large banners placed on the busy main roads outside A Welsh Coal Mining Experience and in Pontypridd and Trehafod to promote the event.
Your name/logo and business description on the A Welsh Coal Mining Experience events website and What's On RCT website.
Your name/logo/strapline on screens displayed in A Welsh Coal Mining Experience throughout the event.
Your name/logo/strapline on A4 posters displayed throughout A Welsh Coal Mining Experience for the duration of the event.
<b>Cost: £2,000 + VAT</b>

<b>Silver Package</b>
Press release acknowledging sponsorship published on home page of A Welsh Coal Mining Experience, and RCT Council websites and issued to local media. Social media posts from A Welsh Coal Mining Experience and What's On RCT accounts linking to and promoting this press release.
Your company name/logo and description on the A Welsh Coal Mining Experience events website.
Minimum of 10 social media posts from the A Welsh Coal Mining Experience accounts announcing sponsorship.
<b>Cost: £700 + VAT</b>

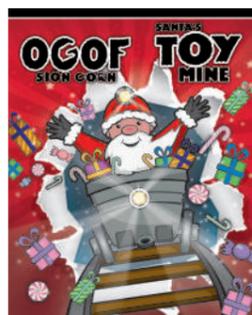


# Santa's Toy Mine



**Venue:**  
A Welsh Coal Mining Experience at Rhondda Heritage Park

**Date:** November – December  
**Average attendance:** 16,000



Christmas officially starts when Santa sets up his underground toy mine at A Welsh Coal Mining Experience.

This is a completely unique Christmas experience which is marketed to schools and families.

Tickets for Christmas week sell out within hours of sales going live and the entire month of Santa visits sell out within days.

An average of 16,000 people visit Santa at A Welsh Coal Mining Experience and our social media posts reach thousands more.

## Gold Package

A press release and photocall including your company will be published to the home page of the A Welsh Coal Mining Experience, and RCT Council websites and issued to local media. Social media posts from What's On RCT and A Welsh Coal Mining Experience accounts will link to and promote PR.

Your name/logo/business description and a link to your website published on A Welsh Coal Mining Experience events website.

Minimum of 15 social media posts from the A Welsh Coal Mining Experience and What's On RCT accounts including sponsors.

Your name/logo on large banners displayed on the main road near A Welsh Coal Mining Experience and in Pontypridd to promote event.

Your name/logo/strapline on a screen displayed in A Welsh Coal Mining Experience throughout the event.

Your name/logo/strapline on A4 posters displayed throughout A Welsh Coal Mining Experience for the duration of the event.

**Cost: £4,000 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of A Welsh Coal Mining Experience, and RCT Council websites and issued to local media. Social media posts from A Welsh Coal Mining Experience and What's On RCT accounts linking to and promoting this press release.

Your name/logo/business description and a link to your website published on A Welsh Coal Mining Experience events website.

Minimum of 10 social media posts from the A Welsh Coal Mining Experience and What's On RCT accounts announcing sponsorship.

**Cost: £1,000 + VAT**



# Christmas in Rhondda Cynon Taf



**Venue:**  
Town Centres

**Date:** November – December  
**Average combined attendance:** 15,000



Christmas is celebrated with Santa's grottos, and fun fair rides in each of our town centres over the course of several weekends during November to December every year.

Some Christmas events are led by Town centres partnerships and organisations themselves. Each Christmas event which is led by RCT Council's Events Team, has its own marketing campaign and is targeted to each town centre and surrounding areas.

Previous years have seen festive celebrations in Porth, Treorchy, Pontypridd, Tonypandy, Llantrisant, Aberdare, Mountain Ash and Ferndale - we can't wait for 2022!

## Gold Package

A press release and photocall including your company will be published to the home page of the What's On RCT and RCT Council websites and issued to local media. Social media posts from What's On RCT and will link to and promote PR.

Minimum of 15 social media posts from the What's On RCT accounts announcing sponsorship.

Your name/logo will appear on all What's On RCT posters distributed to town centre businesses and organisations to promote the events.

**Cost: £3,000 + VAT**

## Silver Package

Press release acknowledging sponsorship published on home page of What's On RCT and RCT Council websites and issued to local media. Social media posts from What's On RCT and What's On RCT accounts linking to and promoting this press release.

Minimum of 10 social media posts from the What's On RCT accounts acknowledging sponsorship.

Your name/logo will appear on all What's On RCT posters distributed to town centre businesses and organisations to promote the events.

**Cost: £1,500 + VAT**



# Nos Galan Road Races



**Venue:**  
Mountain Ash

**Date:** New Year's Eve  
**Average attendance:** 10,000

The Nos Galan Road Races present a unique sponsorship opportunity. Not only are race places coveted locally, runners travel from all over the world to take part in the final road race of sport's annual calendar.

In addition to the 1,900 runners, thousands more people line the streets of Mountain Ash to watch this New Year's Eve event. Race places are released in phases to try to meet demand but even so, spaces are snapped up within minutes of release.

This is your chance to sponsor an event that has been a highlight of the sporting calendar for over 60 years and to get your business noticed by potential customers from all over the UK – and beyond!



## Gold Package

A press release and photocall including your company will be published to the home page of the Nos Galan and RCT Council websites and issued to local media. Social media posts from Nos Galan, What's On RCT will link to and promote PR.

Minimum of 20 social media posts from the Nos Galan and What's On accounts acknowledging sponsorship.

Your name/logo and business description on the events page of the Nos Galan website.

A full page advert in the A5 commemorative Nos Galan programme, which is distributed to all businesses in Aberdare and Mountain Ash approximately two months before the event. All participants receive a copy in the race pack sent to their homes and it is distributed to spectators on the evening. It is considered a collector's item and 5,000 copies are produced.

A5 leaflet promoting your business included in every race pack sent to participants.

Your sponsorship announced at various intervals throughout the night by the race commentator.

**Cost: £1,500 + VAT**

## Silver Package

A press release acknowledging sponsorship be published to the home page of the Nos Galan and RCT Council websites and issued to local media. Social media posts from Nos Galan, What's On RCT and will link to and promote PR.

Your name/logo on Nos Galan website.

Minimum 10 social media posts from Nos Galan and What's On RCT accounts acknowledging sponsorship.

A half page advert in the A5 commemorative Nos Galan programme, which is distributed to all businesses in Aberdare and Mountain Ash two months before the event. All participants receive a copy in the race pack sent to their homes and it is distributed to spectators on the evening. It is considered a collector's item and 5,000 copies are produced.

**Cost: £1,000 + VAT**



Sponsoring an event in Rhondda Cynon Taf is a great way to promote your business and reach your target audience.

To discuss any of the sponsorship opportunities, please call:  
**01443 424123** or Email: **Events@rctcbc.gov.uk**