

2



**PERTH &  
KINROSS  
COUNCIL**

Perth and Kinross Council  
**Event Sponsorship  
Opportunities**

Further information: [pkcevents@pkc.gov.uk](mailto:pkcevents@pkc.gov.uk)



# **Be part of an unforgettable experience with events in Perth and Kinross**

**Perth and Kinross Council invites  
you to join the excitement! Our  
annual programme of events offer  
an exclusive chance for brands to  
shine, connecting with our vibrant  
community and a diverse audience.**

- **High-profile association** – events in Perth and Kinross provide a spotlight for your brand. Imagine your logo featured alongside fun family experiences.
- **Over 1 million visitors** – over 12 years the quality of events in Perth and Kinross have proven a major attraction with around 150,000 attendees on average to events, many of whom return year after year.
- **Giving back to your community** – our free-to-attend events offer fun for families in financially-challenging times. We also work with community and interest groups to involve a diverse range of performers and to create events which are welcoming for all.
- **Unmissable highlights** – from the enchanting Christmas Lights Celebration to the grandeur of the City of Perth Salute, the high energy of Perthshire Mela and the attractions of the Classic Car Weekend, our events are the talk of the town.
- **Reach audiences near and far** – by sponsoring Perth and Kinross events you're not just supporting local culture, you're reaching audiences from across Scotland, the UK and beyond.

**Gear up for an unforgettable journey with Perth and Kinross Council. Let's celebrate our area together!**

Further information: [pkcevents@pkc.gov.uk](mailto:pkcevents@pkc.gov.uk)

# Christmas Lights Switch On 2024



## Key event facts

- Scotland's biggest Light Switch On event with over 80,000 people in attendance over the weekend
- Free for all to attend
- Running for over 10 years with previous headline acts such as James Arthur, Atomic Kitten, Boney M, Mud, Alesha Dixon, Slade, Pixie Lott and Billy Ocean
- Visitors said that they would recommend the event to others with an overall 96% satisfaction of the event

## Event partner, £30,000 (1 opportunity only)

- 'In Association With' strapline
- Branding on all stages and Santa's Grotto
- 30 second advert (or 2x15) on big screens played in rotation
- Associated logo and branding on all print media including posters and flyers
- Back links from [www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk) event page and from [www.pkc.gov.uk](http://www.pkc.gov.uk) news announcement
- Associated recognition in all marketing and media on owned and shared channels
- 5 x event partner spotlight slots on Perth City and Towns social media
- Option to include branded vehicle/representative in the Santa Parade
- Other involvement options on the day, including meet and greet with main stage performers

# Christmas Lights Switch On 2024

## Event sponsor, £5,000 (5 opportunities only)

- 30 second advert (or 2x15) on big screens at event played in rotation
- Associated logo in sponsors box on event flyers
- Back links from [www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk) event page and from [www.pkc.gov.uk](http://www.pkc.gov.uk) news announcement
- 1 x event sponsor spotlight slot on Perth City and Towns social media

## Event advertiser, £1,000 (10 opportunities only)

- 15 second advert on big screens at event played in rotation

# Christmas Market (Nov/Dec 2024)



**Event partner, £10,000**  
(1 opportunity only)

- 'In Association With' strapline
- Associated logo and branding on all print media including posters and flyers
- Back links from [www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk) event page and from [www.pkc.gov.uk](http://www.pkc.gov.uk) news announcement
- Associated recognition in all marketing and media on owned and shared channels
- 3 x event partner spotlight slots on Perth City and Towns social media

# City of Perth Salute 2025



## Key event facts

- Celebration of Perth and Kinross military and civilian bands
- Features musicians and performers from around the world
- Parade along Tay Street followed by arena performances on North Inch

## **Event partner, £20,000**

**(1 opportunity only)**

- 'In Association With' strapline
- Branding on main stage
- Option to include representatives carrying branded banner in parade
- Associated logo and branding on all print media including posters and flyers
- Back links from [www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk) event page and from [www.pkc.gov.uk](http://www.pkc.gov.uk) news announcement
- Associated recognition in all marketing and media on owned and shared channels
- 5 x event partner spotlight slots on Perth City and Towns social media
- 10 seats for invited guests in main grandstand for arena performances

## **Event sponsor, £3,000**

**(5 opportunities only)**

- Associated logo in sponsors box on event flyers
- Back links from [www.perthcityandtowns.co.uk](http://www.perthcityandtowns.co.uk) event page and from [www.pkc.gov.uk](http://www.pkc.gov.uk) news announcement
- 1 x event sponsor spotlight slot on Perth City and Towns social media
- 1 x vinyl banner displayed on fencing around arena

# 2025 Events and Other Opportunities



Our events programme for 2025 is still being finalised and we're keen to hear from you about events you'd like to see return and or introduced in Perth and Kinross.

## Events across Perth and Kinross

We also work with a range of community groups and partners to support them to host events from highland games to recognising community volunteers. If there are particular aspects of your corporate values and ESG goals which you'd like to achieve by supporting these local activities, we can help to make those connections for you.

If there's something your business would be particularly keen to get involved in, please contact us at [pkcevents@pkc.gov.uk](mailto:pkcevents@pkc.gov.uk) to discuss.



Photo thanks to  
Angie Allan from  
Pictures of Perth  
and Beyond

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

BSL users can contact us via Contact Scotland BSL, the online British Sign Language video relay interpreting service. Find out more on the Contact Scotland BSL website [https://  
contactscotland-bsl.org](https://contactscotland-bsl.org)

[www.pkc.gov.uk](http://www.pkc.gov.uk) (PKC Design Team - 2024056)

Further information: [pkcevents@pkc.gov.uk](mailto:pkcevents@pkc.gov.uk)