

The
WORSHIPFUL
COMPANY *of*
WOOLMEN



PARTNERSHIP & SPONSORSHIP OPPORTUNITIES
AT HIGH PROFILE CITY OF LONDON EVENTS - 2017

BECOMING A PARTNER

The Worshipful Company of Woolmen offers unique partnership opportunities to promote your brand at three high profile, prestigious and exclusive City of London events – The Great Annual Sheep Drive Across London Bridge and the Wool Fair, both to be held on Sunday 24th September, and the Lord Mayor’s Show on Saturday 11th November. Each event offers outstanding marketing and promotional opportunities for your company.

Your partnership will also support The Worshipful Company of Woolmen charitable efforts, raising vital funds for the Lord Mayor’s Appeal and our Charitable Trust.

In 2016, our public relations partners achieved phenomenal exposure for the Woolmen and our Partner sponsors. Through print, radio, television, web and social media, coverage of these events reached millions of people.

Celebrity support of the Sheep Drive – Sean the Sheep (2014), Dame Barbara Windsor MBE (2015) and Nigel Mansell CBE (2016) – raised the profile of the event further, attracting journalists from news and industry publications.

As a partner, you can choose from a variety of packages, designed to maximise promotional opportunities at every budget. You can also create your own tailored partnership package, which can include your design and presentation for our Lord Mayor’s Show Float – undoubtedly the most unique opportunity to promote your brand to parade attendees and a live television audience. *Note: floats must conform to the rules and regulations set out by the City of London Corporation.*

PARTNERSHIP OPPORTUNITIES

Event Partner for 2017 – £50,000 – this package includes sponsorship of the full suite of events.

Partner for the Year 2017 – £60,000 – as our Partner for the Year, this package includes sponsorship of the full suite of events, invitations to four Woolmen’s dinners for two guests, and tickets to watch the Lord Mayor’s Show.

Three Year Partnership – £150,000 – this package extends your sponsorship as our Partner for the Year in 2017, 2018 and 2019.



SHEEP DRIVE 2017 – MARY BERRY

You can associate your brand with Mary Berry by becoming a sponsor or partner of the Worshipful Company of Woolmen.

Mary was voted by the public as the third favourite chef or cook for most reliable recipes. Her career includes experience on radio and television, and writing books. She has published over 80 books with total sales of over 6 million copies. “Cook Now, Eat Later” is Mary’s latest book, but she is best known for the seven series of The Great British Bake Off.

She trained in catering at Bath College of Home Economics, followed by a City and Guilds teaching qualification and the Paris Cordon Bleu. She has received many awards for cooking, baking and television programmes, and for her books. She is a Freeman of the City of London and a Liveryman of the Worshipful Company of Bakers; and a Freeman of the City of Bath. She was appointed an ambassador for the Royal Horticultural Society in 2015. She was appointed CBE in the 2012 Birthday Honours and was awarded an honorary degree by Bath Spa University; she has Lifetime Achievement Awards from the Guild of Food Writers, Aga Rayburn and Observer Food Monthly.

Her television career started in 1994 including both BBC and ITV. She has been a guest on many TV shows – Who Do You Think You Are, Loose Women, Graham Norton Show, Celebrity Pointless, The Alan Titchmarsh Show, The One Show, and Through the Keyhole. On radio, she has guest edited Women’s Hour, and appeared with Chris Evans, Steve Wright, Simon Mayo, Desert Island Discs with Kirsty Young, and Radio Five Live.

Mary is proud to be a patron of the Child Bereavement Trust, and Bath in Bloom. In 2016 the Mary Berry Rose was launched at RHS Chelsea Flower Show by Harkness Roses. She is happily married with two adult children and five grandchildren, living in Buckinghamshire and is passionate about gardening. She continues to write, present and demonstrate, all of which she loves. She considers herself fortunate that her working life allows her to enjoy her two main interests – cooking and gardening.

Read more about Mary at:
www.maryberry.co.uk



Mary Berry CBE - will be our guest at the Sheep Drive this year

WHERE THE MONEY RAISED GOES

These events cost a minimum of £40,000 to arrange and all profits raised through The Worshipful Company of Woolmen's Sheep Drive, Wool Fair and Lord Mayor's Show will go to the following good causes:

THE LORD MAYOR'S APPEAL 2017/18

The Lord Mayor for 2017/18 will be elected at Common Hall on 29th September 2017. The Lord Mayor's Appeal 2017/18 will benefit these three main charities: The Samaritans; Place2Be; OnSide Youth Zones; with smaller donations going to the Mansion House Scholarship Scheme.

The appeal is also committed to supporting all City workers – helping people throughout the City talk about mental health, and recognising that prevention is equally as important as treatment to address mental health problems.

THE WOOLMEN'S CHARITABLE TRUST

The objectives of the Woolmen's Company Charitable Trust are:

To promote and provide a better understanding of the wool industry, sheep farming, shearing, and wool production, reward excellence in textile design; research into improved veterinary procedures and practices; educate on the benefits and sustainability of wool in apparel and interiors whilst also promoting the City of London and the Livery movement. See <http://woolmen.com/home/charitable-trust> for more details.

The Woolmen's Charitable Trust meets these objectives by presenting 20-25 academic awards to universities and college graduates, shearing and wool handling awards at the five UK's major agricultural shows (the Royal

Ulster Show, the Bath and West Show, the Great Yorkshire Show, the Royal Highland Show and the Royal Welsh Show). Courses in Fashion Technology, Design Management, Fashion Textiles Management, Technical Innovation and Design, Manufacture of Wool Products, MAs and PhDs at The Scottish the Scottish Agricultural University are also supported for research work connected to sheep and wool along with assistance towards fees for BSc students on sheep-related courses.

WOOL INNOVATION PRIZE ANNUAL AWARD

This prize is sponsored by the Worshipful Company of Woolmen and The Merchants of the Staple of England. This award also received support from His Royal Highness Prince Charles, patron of the Campaign for Wool. The first award was made in 2016 and a £5,000 cheque was presented to Sonia Reynolds by The Lord Mayor of London, The Lord Mountevans.

The Woolmen's Charitable Trust has also supported the following:

- The Livery Schools Link and Archbishop Tenison's School
- Mansion House Scholarship Fund; and the Sheriffs and Records Fund
- Dean of St Paul's Discretionary Fund; St Michael's, Cornhill
- City Farms – Hackney, Spitalfields and the Woodlands Farm Trust
- The Royal British Legion; and the Army Benevolent Fund
- United Guild Service Trust
- Ironbridge Gorge Museum

Barbara Windsor at the Sheep Drive in 2015



BRIEF HISTORY

In the Middle Ages, Freemen were allowed to drive their sheep to market in the City across London Bridge without paying the bridge tolls. The proliferation of motor vehicles ended the practice, but it has been re-introduced in recent years. Several organisations have arranged for sheep to be lead across the bridge, most notably the Bridge's 800th anniversary celebrations in 2009 which included a Bridge Fair. In 2013 the Worshipful Company of Woolmen arranged the first 'drive' of sheep since the introduction of the motor vehicle.

THE GREAT ANNUAL SHEEP DRIVE ACROSS LONDON BRIDGE

The Fifth Great Annual Sheep Drive, organised by the Worshipful Company of Woolmen, supported by the Guild of Young Freemen, and in collaboration with the Lord Mayor's Appeal, will take place at London Bridge between 10 a.m. and 5 p.m. on Sunday 24th September 2017.

The event will be opened by the renowned cook and TV personality, Mary Berry, who is also a Liveryman of the Worshipful Company of Bakers. This year there is also a planned attempt to set the world record for the most people driving sheep on one day, in collaboration with Guinness World Records.

The Sheep Drive will be open to all Freemen

of the City of London and their friends and families, whereas the Wool Fair is an event open to all. We encourage as many people as possible will participate, particularly from the City Livery Companies. It is always an enjoyable and memorable City occasion. Every participant will receive a signed certificate.

In 2016, the sheep drive was covered by 31 publications, circulated to about 500,000, and reached an online audience of another half a million people. The twitter campaign for @sheepdrive2016 reached 2.18 million people in the two-week period between 23rd September and 5th October. Therefore the print and online media reached over 3,000,000 at an advertising equivalent of £50,870.



SPONSORSHIP FEES

FOR THE SHEEP DRIVE

PLATINUM - £10,000

Your logo and branding on the flyer and other advertising for the event, including on the sheep drive, wool fair and Woolmen's websites; your name mentioned on the certificates signed by the Lord Mayor and Master Woolmen presented to the 600 Freemen and friends who successfully drive their sheep across London Bridge; your banner displayed on London Bridge and your logo in the souvenir brochure; exclusive access to the press in the press area; opportunity to name and brand ten sheep; ten places on the sheep drive. This package is only available to one Principal Sponsor.

GOLD - £5,000

Your banner displayed on London Bridge and your logo in the souvenir programme and on the sheep drive, wool fair and Woolmen's websites; opportunity to name and brand five sheep; five places on the sheep drive. Photo opportunity with the celebrity Freeman opening the event.

SILVER - £2,500

Your banner displayed on London Bridge and your logo in the souvenir programme and on the sheep drive, wool fair and Woolmen's websites; three places on the sheep drive.

BRONZE - £1,000

Your banner displayed on London Bridge and your logo in the souvenir programme and on the sheep drive, wool fair and Woolmen's websites; two places on the sheep drive.

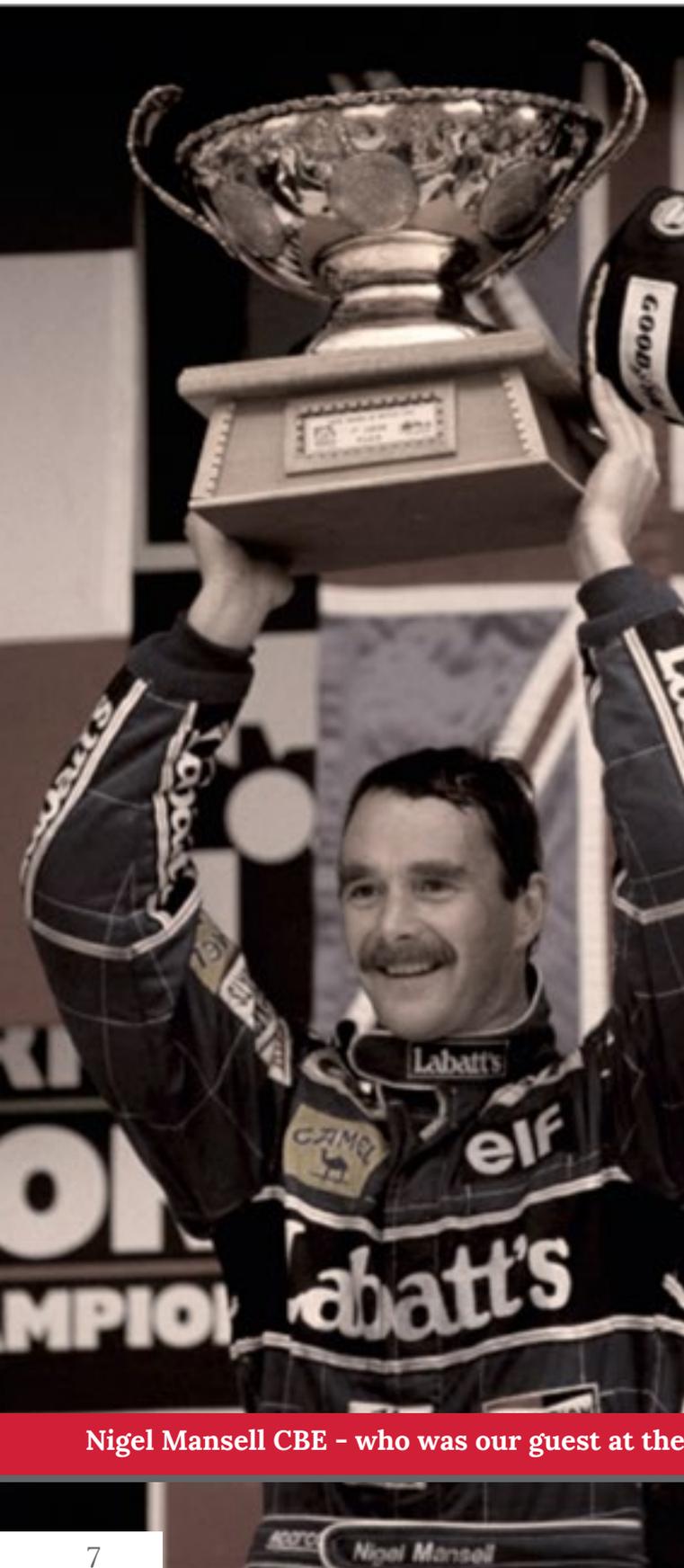
We are able to offer to the Platinum sponsor the opportunity for a group of ten people of their choosing to drive ten sheep named by them across the full length of the bridge in one pass. This is an option not even available to the participating Freemen, who drive the sheep across in stages.

The starting price for this level of sponsorship is £15,000.

All these options are flexible and can be tailored to your specific needs. We are committed to helping all sponsors achieve maximum brand exposure.



THE ANNUAL WOOL FAIR AT MONUMENT



The Second Annual Wool Fair organised by the Worshipful Company of Woolmen in collaboration with the City Wool Alliance will take place at Monument, one of London's most famous landmarks, commemorating the end of the Fire of London and visited by many thousands of tourists every day. It will be open between 10 a.m. and 5 p.m. on Sunday 24th September 2017. The Wool Fair is just across the road from the Sheep Drive.

The Wool Fair will provide you with the opportunity to promote and sell your wool products direct to the public. The covered pitches tell the story of wool, and last year included retail, livery and trade stands, street entertainment, art and crafts, cooking demonstrations, pop-up bars and food stalls. There is a maximum limit of 60 stands at 3m x 3m, available at £300 each; as a sponsor you may have one or more pitches to promote your individual brand.

THE INAUGURAL 2016 WOOL FAIR:

Approximately 5,000 members of the public visited the Wool Fair in 2016, the media reaches an on-line potential of many millions, along with a wide readership reached through a circulation of 309,000 and an 179,000 estimated coverage views. Plus 83 pieces of coverage from print and online media which included: Time Out London, The Riverside Journals, What's On London, All in London, The List, This is Local London and the Evening Standard.

Nigel Mansell CBE - who was our guest at the Wool Fair 2016

SPONSORSHIP FEES

FOR THE WOOL FAIR

PLATINUM - £10,000

Your logo and branding on the flyer and other advertising for the event and on the wool fair, sheep drive and Woolmen's websites; your banner displayed at the Wool Fair and on London Bridge and your logo in the souvenir brochure; exclusive access to the press in the press area and the celebrity sheep drive; four complimentary pitches.

GOLD - £5,000

Your banner displayed at the Wool Fair and on London Bridge and your logo in the souvenir brochure and on the wool fair, sheep drive and Woolmen's websites; the opportunity to meet the celebrity sheep driver; three complimentary pitches.

SILVER - £2,500

Your banner displayed at the Wool Fair and on London Bridge and your logo in the souvenir brochure and on the wool fair, sheep drive and Woolmen's websites; two complimentary pitches.

BRONZE - £1,000

Your banner displayed at the Wool Fair and your logo in the souvenir brochure and on the wool fair and Woolmen's websites; one complimentary pitch.

Sponsorship provides a wide range of marketing opportunities:

- Branding on street, venue and bridge signage
- PR activity including dedicated press releases to announce your sponsorship during both launch and after the event
- Front page and inside back page in the event brochures
- Branding and ownership of the Main Pavilion in Monument Square – and VIP reception if required
- Banner-branding at London Bridge and key railings on Monument Place in the lead up to both events

- Corporate branding - branding on all event materials, advertising and on-site at the event
- Digital profile – inclusion in all social media activity across the Sheep Drive and Wool Fair digital suite including branding/ advertising on the website, dedicated posts on social media (Twitter and Facebook) and any online advertising
- Dedicated logo-endorsed email-shot to full 'Best of Britannia' and 'Callow Events' and Woolmen database of 129,000
- Dedicated online and social media campaign with full logo endorsement of the Wool Fair across your own digital channels

THE LORD MAYOR'S SHOW

The Lord Mayor's Show is one of the nation's most spectacular events, this year's will be the 689th organised by the City of London. You can use it to establish an effective platform to communicate your message to the hundreds of thousands of people who line the streets and millions more who watch it live on BBC television.

DEMOGRAPHIC DATA

Research shows that 63% of the spectators on the streets are in categories A, B, C1. This face-to-face contact represents an instant and highly visible return on investment.

The press campaign reaches an A, B, C1 readership well in excess of 15 million and the Show has been featured in all the leading national and London newspapers and over 55 local papers. Features also appear in a wide variety of magazines, which have included Country Life, Time Out and What's On.

TELEVISION COVERAGE

In 2017, the Show will again be the subject of a live 90-minute television broadcast by the BBC. The programme reaches an average domestic television audience of 1.5 million and is transmitted live on BBC1, with live

reports on BBC News 24 and other news programmes in the days leading up to the event.

COMMEMORATIVE PROGRAMME

The Lord Mayor's Show Commemorative Programme is the document of record and a great souvenir magazine of the day's events. It will carry a brief description of each entry and advertising is also available.

ONLINE ACTIVITY

<https://lordmayorsshow.london> was the first website in the world for an event of this kind.

SMARTPHONE APP

The Lord Mayor's Show app puts the whole procession in the spectator's hand. The app is updated in realtime so as your float passes by, each person can be shown who you are and why you're there. You have complete control over the information presented, and the toolkit will also help you to add twitter and facebook links, donate-now buttons, pictures and other web links. The information you enter can also be presented on the Lord Mayor's Show website.



SPONSORSHIP FEES

FOR THE LORD MAYOR'S SHOW

PLATINUM - £15,000

Your logo and branding headlining on the Woolmen's flyer and other advertising for the event and on the Woolmen's website; your logo and branding headlining on at least one float; your organisation mentioned in the Lord Mayor's Show souvenir programme. Assistance with the design of the float entry, provided the float conforms to the rules and regulations set out by the City of London Corporation and provided that the branding on the floats include references to the Woolmen by use of their name and coat of arms; and 10 of your representatives can be included in the 50 accompanying walkers allowed by the regulations (this figure is negotiable).

GOLD - £10,000

Your logo and branding on the Woolmen's flyer and other advertising for the event and on the Woolmen's website; your logo and branding headlining on one float; 5 of your representatives can be included in the 50 accompanying walkers allowed by the regulations.

SILVER - £5000

Your logo and branding on the Woolmen's flyer and other advertising for the event and on the Woolmen's website; 3 of your representatives can be included in the 50 accompanying walkers allowed by the regulations.

BRONZE - £2,500

Your logo and branding on the Woolmen's flyer and other advertising for the event and on the Woolmen's website. 2 of your representatives can be included in the 50 accompanying walkers allowed by the regulations.

All profits from these events are divided between the Lord Mayor's Appeal and the Worshipful Company of Woolmen's Charitable Trust.

The Worshipful Company of Woolmen are seeking a partner for the entry of up to two floats. We will be happy for the sponsors to design the floats to present their brand to best effect. Note that the branding of the floats must include the Woolmen's name and coat of arms; a maximum of 50 walkers is permitted, and this number needs to include 30 members of the Woolmen's Company (this figure is negotiable).





WOOLMEN.COM



FB.COM/THEWOOLMEN



TWITTER.COM/THEWOOLMEN

FOR MORE INFORMATION PLEASE CONTACT:

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