



3rd April 2025

Dear Councillor,

I hereby summon you to attend a meeting of **the Events Working Party** on
Wednesday 9th April 2025 In the **Council Chamber, Shotton Hall,**
Peterlee, SR8 2PH at **10.00am**

Mr I Hall
Town Clerk

AGENDA

- 1. Apologies for Absence**
- 2. To receive declarations of interest**
Members are reminded of the need to disclose any interests in items on this agenda, whether pecuniary or otherwise. Please seek advice from the Town Clerk **prior to the meeting** if in doubt. Members are reminded that they can check their published declaration of interests here: <https://bit.ly/2wVyeLA>
- 3. Beer Festival Sponsorship Proposal**
Report from the Pavilion Supervisor (attached)

Report to:	Peterlee Town Council Events Working Party
Date of Meeting:	9 th April 2025
Subject:	Beer Festival Sponsorship Proposal
Report of:	Richard Parker Pavilion Supervisor
Report Purpose:	To seek Council's approval and support for the Peterlee Cask Ale Beer Festival scheduled September/October 2025 at Peterlee Pavilion, and to approve sponsorship arrangements to fund the event.
Background:	A proposal has been submitted to hold a beer festival event at the Pavilion. The event is intended to attract local residents and visitors, promote local businesses through sponsorship opportunities, and generate income for the venue.
Proposal Details:	The event would involve the following:
Setup Costs:	<ul style="list-style-type: none"> - Full bar setup including coolers and pumps at a cost of £35 per pump. - A total of 20 pumps are required = £700.
Stock Costs:	<ul style="list-style-type: none"> - Each cask of ale is approximately £100 + VAT. - A total of 20 casks = £2,000 + VAT. - Live music performance booked for £400.
Sponsorship Plan:	<p>Local businesses will be invited to sponsor the event with three tiers of support available (see attached sponsorship proposal):</p> <ul style="list-style-type: none"> - Bronze (£150): 1 cask ale, quarter-page advert, 10 tickets (worth £100), and logo at serving point. - Silver (£350): 3 casks, half-page advert, 20 tickets (worth £200), and extended logo placement. - Gold (£500): Full event sponsorship, full-page advert, 20 tickets (worth £200), logo on all event marketing.
Sales Forecast:	<ul style="list-style-type: none"> - With 20 casks, an estimated 1,400 pints will be available. - Approx. 400 pints may be given to sponsors via ticket allocation. - 1,000 pints remaining to be sold at £4 per pint / £2 per half. - Potential return = £4,000.
Financial Implications:	<p>Total estimated expenditure:</p> <ul style="list-style-type: none"> - Bar setup: £700 - Ale: £2,000 + VAT = approx. £2,400 - Live music performance booked for £400. - Total: £3,500
Income:	<ul style="list-style-type: none"> - Sponsor contributions (20 x £150 minimum): £3,000 - Ticket sales: up to £4,000

- Total potential income: £7,000

The event may generate a surplus after costs and provide a successful model for future community engagement events. Additionally, the event aligns with the Council's vision of providing diverse activities for residents and aims to attract new footfall into the Pavilion venue.

Recommendation: It is recommended that the events committee consider the proposal.

Appendix 1: Implications

Finance Initial cost of £3500 out of the council budget

Staffing No direct implications

Risk No direct implications

Equality and Diversity, Cohesion and Integration No direct implications

Crime and Disorder No direct implications

Consultation & Communication No wider consultation required

Procurement No direct implications.

Legal No direct implications

Sponsorship Proposal

BRONZE	SILVER	GOLD
1 Cask Ale	3 Cask Ales	Full Event
Quarter Page Advert In Event Programme	Half Page Advert In Event Programme	Full Page Advert In Event Programme
Company Logo At Serving Point	Company Logo At Serving Points	Company Logo At Signature Ale
		Company Logo On All Online Advertising
		Company Logo On All Event Banners And Posters
10 Free Event Tickets 5 For Afternoon 5 For Evening Ticket Value £100	20 Free Event Tickets 10 For Afternoon 10 For Evening Ticket Value £200	20 Free Event Tickets 10 For Afternoon 10 For Evening Ticket Value £200
Sponsorship Cost £150	Sponsorship Cost £350	Sponsorship Cost £500

NB: All Tickets Allow Redeemer 3 Havles Of Cask Ale, Plus Food

Richard Parker
Peterlee Pavillion
Helford Road
Peterlee
Sr8 1er

Dear Sir/Madam

I'm writing to request your companies support and sponsorship for an upcoming event that we are organising, **The Peterlee Cask Ale Beer Festival** is scheduled to take place on {date to be confirmed} at Peterlee Pavillion.

Please find attached a detailed sponsorship proposal that outlines the various sponsorship levels and benefits, if you have any questions or concerns, please do not hesitate to contact me at **richard.parker@peterlee.gov.uk**

We are also open to discussing additional sponsorship opportunities for future events that align with your company goals.

Thank you for considering this opportunity. I look forward to the possibility of working with to make **The Peterlee Cask Ale Beer Festival** a success

Yours Sincerely