

Investment / Sponsorship Opportunity Title	Community Tourism in the Valleys - A National Conference	Number	022
Originator's name	Kate Parsons	Validated	13 Feb 2013
Originator's organisation	Cazbah on behalf of Capital Region Tourism	Date	12 Feb 2013
Email Id	Kate.parsons@cazbah.biz	Tel. No.	07837 201517

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

To help promote Community Tourism, The Valleys Regional Park (VRP) is holding a two day conference and dinner on 23 and 24 April 2013.

This event has been held previously in 2010 and 2011 but on a much smaller scale over 1 day. In 2011 it was held in Llanilleth Institute and the year before in Cwmaman Institute. We are expecting around 200 delegates to attend this year's event.

Community Tourism grows from within the community. Using local knowledge it enhances the visitor experience and ensures that the benefits of tourism are spread throughout the local community.

As part of the project The VRP has created and led an accredited training programme that enables local people to become tourism ambassadors for their communities.

The event will showcase the Valleys Regional Park Community Tourism Ambassador project and raise awareness of its achievements. It will offer delegates an opportunity to learn from other similar projects from across the UK and Europe, and will allow Community Tourism Ambassadors to demonstrate their own roles and aspirations for tourism development.

In addition the conference will offer a warm visitor experience within the Valleys Regional Park to all our guests. It will feature entertainment from local, yet globally renowned, acts, and the opportunity to see community tourism in action through visits to some of the Valleys' most prominent attractions included in an exciting programme.

2. WHERE IS THE LOCATION?

Margam Park, Port Talbot

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?	YES / NO
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If YES, please indicate what type of support is required and the benefits this will provide

A number of opportunities could be provided on an in-kind basis from providing buses to transport delegates to site visits in the Valleys Regional Park to providing print services, photography, discounted accommodation for delegates.

Principal Sponsor - £1,500+VAT

This prestigious sponsorship opportunity positions the sponsor closely with the Valleys Regional Park Partners.

Conference Exhibition Sponsor - £1,000+VAT



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Key benefits:

Centrally located exhibition stand in the exhibition area with sponsorship banners (provided by the sponsor) and logo prominent on all marketing material and throughout the event.

Conference Filming and Audio Visual Sponsor - £750+VAT or in-kind

Key Benefits: logo prominent on all marketing material and throughout the event.

Delegate Pack Sponsor - £750+VAT

Key Benefits:

Company logo to appear on delegate bags and all event material including programme, exhibition directory and menus

Site Visit / Transport Sponsor - £500+VAT per site visit

Key Benefits:

Company leaflet or promotional item to be given to all delegates attending site visit (provided by the sponsor)

Advertisement on Event Audio Visual Screens - £50-£200+VAT

Dinner Drinks Reception Sponsor - £750+VAT

Benefits:

Four representatives in attendance at the drinks reception at the Dinner

Dinner Entertainment Sponsor - £750+VAT

Benefits:

Two complimentary tickets for the Dinner

Financial support required?

YES / NO

If YES, please indicate the value of the support required and the benefits this will provide

There are a range of investment opportunities available – see attached document

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Please refer to the sponsorship opportunities with details of benefits for each package

5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

It is all about improving the Valleys Regional Park by specifically enhancing the tourism potential of the Valleys.

6. ANY OTHER COMMENTS?



Llywodraeth Cymru
Welsh Government

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7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

Kate Parsons – Event Manager, Cazbah Ltd - 07837 201517 kate.parsons@cazbah.biz

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The Valleys
Heart and Soul of Wales



Llywodraeth Cymru
Welsh Government