

Investment / Sponsorship Opportunity Title	Dark Sky Wales	Number	023
Originator's name	Allan Trow	Validated	6 March 2013
Originator's organisation	Dark Sky Wales	Date	
Email Id	allan@darkskywales.org	Tel. No.	07403 402 114

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.

Dark Sky Wales is a social enterprise located in the South Wales valleys with the following aims;

- To engage students with Science, Technology, Engineering and Maths (STEM) subjects.
- To inspire careers in STEM
- Promote dark sky awareness through innovative hands on experiences
- Provide undergraduates with the opportunity to gain valuable work experiences

As part of its program of activities DSW operates a mobile planetarium that visits schools and communities throughout Wales with a particular emphasis on S. E. Wales Valleys. This program has seen tens of thousands of school children and their families participate and enjoy the wonders of the night sky. As a way of further engaging this demographic DSW has worked closely with its partners in the area such as the Brecon Beacons National Park Authority, Careers Wales and the Valley Regional Park to encourage the public and schools to discover their own Dark Sky Discovery Site (DSDS). These sites can be located within built up areas but offer individuals a relatively better view of the night sky. An example of such a site would be the Whistle Inn at Blaenavon. In November 2012 DSW in conjunction with the VRP held an event that saw ~100 individuals participate many of whom enjoyed the hospitality of the pub.

With sponsorship DSW believes that it could engage primary/secondary schools in the area through a series of planetarium visits that could be used to attract a larger family audience to a series of themed dark sky evenings at local pubs (associated with the sponsor). These pubs could also (conditions apply) become DSDS locations and be placed on a UK wide map indicating their appeal to astronomers or just those with a keen interest in the night sky.

2. WHERE IS THE LOCATION?

Dark Sky Wales has a remit to cover Wales; however, the majority of the company's work is undertaken in the S. E. Wales valleys.

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

YES-/ NO

If YES, please indicate what type of support is required and the benefits this will provide

Financial support required?

YES / NO

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



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£600 per night for the planetarium, speaker and observing sessions.

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Dark Sky Wales will offer the sponsor exposure to the general public in several distinct manners. Firstly, the company owns two vehicles that would be liveried with the sponsor logo. These vehicles cover an estimated 30,000 miles per annum and are highly visible to the general public. Additionally, the sponsor logo will appear prominently on all DSW staff outfits, website, Facebook and Twitter pages. Currently our Facebook has 600 friends and a potential readership of 300,000. Furthermore, branded activities can be used such as the fun air-powered rockets that are made from paper, which can easily have sponsors logo printed on. Furthermore, DSW has a good relationship with the press and local media and has appeared on the BBC and ITV on several occasions in the last two years. The company also provides the BBC with activities during its popular Stargazing Live series that were attended by 7,000 individuals in January 2013 and 5,000 in 2012. To summarise;

- Vehicle Logo's (30,000 miles per annum)
- Logo on staff Clothing
- Logo and link to sponsor site from DSW website, Facebook and Twitter accounts
- PR exposure from media driven events such as BBC stargazing Live
- PR exposure on the new WECAN Corporate Investment website and related marketing channels (e.g. to all the 1000 members of the South Wales Chamber of Commerce and regional business clubs).
- Quarterly articles that alternate between Valleys Life (20,000 circulation) and City Life (N.B. the value of the current annual WECAN contract is £4800)
- PR (e.g. press releases, website placement and social media channels) linked to the new Valleys Heart & Soul £400,000 marketing campaign and website (to replace www.thevalleys.co.uk) to promote the region to visitors primarily within 2 hours drive time & 1 million residents. The website is currently being developed. The current website has attracted 280,000 visitors to date with 22,000 from 15 May – 15 June 2012.
- PR exposure on the Valleys Regional Park website (40+ partner organisations): www.valleys.org.uk



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

By providing sponsorship to DSW you will be investing in the future of S. E. Wales and the wider community in two distinct ways. Firstly, students who participate in a planetarium visits or other STEM workshop will be gaining valuable skills that will provide them with a basis for future employment. Secondly, by encouraging dark sky awareness students and the general public will become more aware of the benefits to their communities, either through participation and development of community spirit or through the potential economic benefits associated with dark sky tourism.

6. ANY OTHER COMMENTS?

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

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