

# Sioe Awyr

**CYMRU**

5-6 Gorffennaf 2025



**WALES**  
**Airshow**  
5-6 July 2025

**Sponsorship  
Packages**  
2025



Sponsorship packages	Main Sponsor	Platinum	Gold	Silver	Bronze	Stay Safe Wristbands	Flight Deck	Car Park
Prices (all subject to VAT, and excludes agency commission)	£30,000	£10,500	£7,500	£3,500	£2,990	£3000	£2100	£2000
<b>Title</b>	✓ In association with	✓ Supported by	✓ Supported by	✓ Supported by	✓ Supported by	✓ Supported by	✓ Supported by	✓ Supported by
<b>Marketing Publicity</b> Online, Offline & outdoor – siteboard, bridge banners, posters, magazines, content article Wales Online, Swansea arena skin, digital boards in Swansea Bus & Train station, In-link screens	✓ Included on all marketing publicity.							
<b>Exhibition Space at the event</b>	✓ Customised space With free power	✓ Up to 100 sqm with free power and sited next to Red Arrow simulator	✓ Up to 45sqm	✓ Up to 18sqm	✓ Up to 15sqm	✓ 9sqm	✓ 9sqm	✓ 9sqm
<b>Social Media</b> Specific mentions on the Wales Airshow Facebook(27k followers), Instagram (3.6k followers) and X 6.1k followers accounts.	✓ Included on all social media posts	✓ Min 10 specific mentions	✓ Min 8 specific mentions	✓ Min 4 specific mentions	✓ Min 4 specific mentions	✓ Min 3 specific mentions	✓ Min 2 specific mentions	✓ Min 2 specific mentions
<b>Official Website</b> Presence on <a href="http://www.walesairshow.com">www.walesairshow.com</a> . 403.6 views in 2024 Email to Wales Airshow subscribers (3.8k)	✓ Logo on every page & hyperlink.  Company name included on all emails	✓ Logo on sponsors page & hyperlink  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink.  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink.  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink (Travel partners on travel page)  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink also on booking page.  Company name included in 1 email.	✓ Logo on sponsors page & hyperlink also on parking page  Company name included in 1 email.
<b>Enjoy Swansea Bay Website</b> <a href="http://www.enjoyswanseabay.com">www.enjoyswanseabay.com</a> Email to Enjoy Swansea Bay subscribers (12.3k)	✓ Company name & logo and Hyperlink on event page and blog.  Inclusion on top and slide banner on What's On section for min of 1 week.  Inclusion in 3 Enjoy Swansea Bay emails	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.	✓ Company name & logo and Hyperlink on event page and blog.
<b>PR Activity</b> Your support included in Swansea Council press releases to local & regional media. NB. Name inclusion is at the discretion of the Editor.	✓ Plus, dedicated release.  Company name included on What's On section on Swansea Council website.  Sponsor accreditation in Visit Swansea Bay Press Release.	✓ Inclusion within air asset release	✓ Name Check	✓ Name Check	✓ Name Check	✓ Name Check	✓ Name Check	✓ Name Check
<b>Corporate Hospitality</b> Allocation of complimentary tickets to the exclusive VIP lounge area over the airshow period including lunch & VIP parking space	✓ 12 VIP tickets included per day	✓ 10 VIP tickets included per day	✓ 4 VIP tickets included per day	✓ 2 VIP tickets included per day	✓ 2 VIP tickets included per day	✓ 2 VIP tickets included per day	✓ 2 VIP tickets included per day	✓ 2 VIP tickets included per day
<b>PA Announcements</b>	✓ 10 per day	✓ 8 on the Saturday	✓ 2 per day	✓ 2 per day	✓ 2 per day	✓ 4 per day	✓ 1 per day	✓ 1 per day
<b>Wales Airshow App</b> (24.4k downloads to date)	✓ Advert	✓ Advert	✓ Advert	✓ Advert	✓ Advert	✓ Advert	✓ Advert	✓ Advert
<b>Banner Space at the event</b>	✓ 5 banner spaces (max 15' x 3') at key sites	✓ 4 banner spaces (max 15' x 3') at key sites	✓ 3 banner spaces (max 15' x 3') at key sites	✓ 2 banner spaces (max 15' x 3')	✓ 2 banner spaces (max 15' x 3')	✓ 1 banner space (max 15' x 3')	✓ 2 banner spaces (max 15' x 3')	✓ 2 banner spaces (max 15' x 3') at recreation ground car park
<b>Other</b>	✓ Meet & Greet with Red 10 for 4 people. (TBC). 2 pop-up banners on the main stage.	✓ Meet & Greet with Red 10 for 4 people (TBC)				✓ Logo on 15,000 Stay Safe Wristbands	✓ 2 pop-ups in marquee to be supplied by client	

# Wales Airshow 2025

## Main Sponsor Package - £30,000+VAT

### Swansea Council to supply:

- “Wales Airshow 2025 in association with .....” on all associated Wales Airshow marketing.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.8M page views in 2023).
- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on banner advert and main feature event on What's On section of enjoyswanseabay.com to promote the event for 1 week.
- Inclusion of sponsor on slider banner on What's On section of enjoyswanseabay.com to promote the event for a minimum of 1 week.
- Inclusion of sponsor on all Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on 12 Facebook, Instagram & Twitter posts from the Enjoy Swansea Bay media platform. (Facebook followers 35k followers, Twitter 18.8k followers and Instagram 5.5k followers).
- Inclusion of sponsor on 3 Enjoy Swansea Bay emails (12k subscribers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in all Wales Airshow emails (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 403.6k page views in 2024).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 24.4k downloads to date).
- 1 x voucher/advert on Wales Airshow App.
- Inclusion of sponsor in Visit Swansea Bay email (13.3k subscribers).
- Sponsor accreditation included in all Wales Airshow event press releases on Swansea Council website.
- Sponsor accreditation in Visit Swansea Bay press release.
- Sponsor mention in Wales Online Content article or advertisement.

### Offline activity

- Sponsor logo included on Singleton Park site board for a minimum of 3 weeks.
- Sponsor logo on a minimum of 2 bridge banners positioned around Swansea for a minimum of 4 weeks.
- Sponsor mention or logo in adverts/content in targeted magazines (tbc).



## Benefits on the day

- Minimum of 10 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- 3 banner display spaces (max 15' x 3') at key sites – 2 x Civic centre, 2 x Cenotaph.
- Custom sized trade stands in area of high footfall for both days (no more than 5 metres in depth).
- Free 16amp power to stand.
- Branding on the Swansea Council main stage.
- 10 Hospitality passes per day to the VIP marquee.
- Meet and greet Red 10 from the Red Arrows for 4 people on one of the days (subject to approval by the Red Arrows and weather conditions).

## Other Advertising

- Train station advertising in Swansea and other key stations along the M4 corridor.
- Sponsor name/ logo included on Swansea Arena skin promoting the Wales Airshow.
- Sponsor logo on adverts promoting the Wales Airshow on digital Boards in Swansea Bus & Train and MSCP.
- Sponsor logo on Wales Airshow adverts on In-link screens around Swansea City Centre.

## Client to provide:

- Hi-res company logo (JPEG). Logo will be 75% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 3 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £30,000 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.

## Red Arrows Sponsor - Platinum Package - £10,500+VAT

### Swansea Council to supply:

- Red Arrows supported by Client name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay Website (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 10 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- Minimum of 8 sponsor mentions on the PA on the Saturday with key business messages relayed to the crowd.
- 3 banner display spaces (max 15' x 3') at key sites – 2 x Civic centre, 2 x Cenotaph.
- Custom sized trade stand up to 100sqm (depth of no more than 5 metres) located near to the Red Arrows simulator.
- Free 16amp power to stand.
- 10 Hospitality passes per day to the VIP marquee.
- Meet and greet Red 10 from the Red Arrows for 4 people on one of the days (subject to approval by the Red Arrows and weather conditions).

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 50% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £10,500 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.



## Major Air Display Sponsor - Gold Package - £7,500+VAT

Eurofighter Typhoon OR Battle of Britain Memorial Flight sponsorship

### Swansea Council to supply:

- Eurofighter Typhoon OR Battle of Britain Memorial Flight supported by Client name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 8 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. ((Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- 3 banner display spaces (max 15' x 3').
- Trade space of a max 45sqm in area.
- 4 Hospitality passes per day to the VIP marquee.

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 30% size of Swansea Council logo.
- Onsite branding collateral for display.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £7,500 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.

## Parachutes, Wing Walker, Search & Rescue Sponsor - Silver Package - £3,500+VAT

### Swansea Council to supply:

- Parachutes, Wing Walker, Search & Rescue supported by Client name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.8M page views in 2023).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 6 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- 2 banner display spaces (max 15' x 3').
- Trade space of a max 18sqm in area.
- 2 Hospitality passes per day to the VIP marquee.

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 20% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £3,500 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.





## Stay Safe Wristbands Sponsor - £3,000+VAT

### Swansea Council to supply:

- 15,000 Stay Safe wristbands sponsored by client's name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 3 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1k page views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 4 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- Trade space of 9sqm in area.
- 2 Hospitality passes per day to the VIP marquee.
- 1 Banner display space (max 15' x 3').

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 20% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £3,000 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.

## Supporters Sponsorship Package - Bronze Package - £2,990+VAT

### Swansea Council to supply:

- Wales Airshow supported by sponsor's name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 4 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- Trade space of 15sqm in area.
- 2 Hospitality passes per day to the VIP marquee.
- 2 Banner display spaces (max 15' x 3').

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 20% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £2,990 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.



## Travel Partner Sponsorship – Bronze Package - £2,990+VAT

### Swansea Council to supply:

- Wales Airshow Travel Partner ( this is not exclusive).

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 4 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 sponsor mentions over the PA per day with key business messages relayed to the crowd.
- Trade space of 15sqm in area.
- 2 Hospitality passes per day to the VIP marquee.
- 2 Banner display spaces (max 15' x 3').

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 20% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- 2 Key messages for PA announcers (no more than 30 words long).
- Names for Hospitality guests.

This sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £2,990 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.

## Flight Deck Marquee Sponsor - £2,100+VAT

### Swansea Council to supply:

- Wales Airshow marquee sponsored by client's name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 4 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 x pop-up banners inside marquee, to be provided by client.
- Trade space of 9sqm in area over the two days.
- 2 Hospitality passes per day to the VIP marquee.
- 2 Banner display spaces (max 15' x 3').
- 1 sponsor mentions over the PA per day with key business messages relayed to the crowd.

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 30% size of Swansea Council logo.
- Onsite branding collateral for display.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £2,100 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.



## Car Park Sponsor - £2,000+VAT

### Swansea Council to supply:

- Wales Airshow car park sponsored by client's name.

### Online activity

- Company name and logo with hyperlink to your website on event page on Enjoy Swansea Bay website. (Enjoy Swansea Bay is included in the Visit Swansea Bay website which had 2.2M page views in 2024).
- Company name and logo on event blog on enjoyswanseabay.com.
- Inclusion of sponsor on 2 Facebook, Instagram & Twitter posts from the Wales Airshow social media platform. (Facebook 27k followers, Twitter 6.1K follows, Instagram 3.6k followers).
- Inclusion of sponsor on What's On page on Swansea Council website.
- Inclusion of sponsor in 1 Wales Airshow email (3.8k subscribers).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow website. (The Wales Airshow website had 427.1kpage views in 2023).
- Inclusion of sponsor's name, logo & hyperlink on sponsor's page on Wales Airshow app. (The Wales Airshow app has had 22k downloads to date).
- 1 x voucher/advert on Wales Airshow App.

### Benefits on the day

- 2 x Banners 15' x 3'ft displayed around car park perimeter.
- Trade space of 9sqm in area over the two days.
- 2 Hospitality passes per day to the VIP marquee.
- 1 sponsor mentions over the PA per day with key business messages relayed to the crowd.

### Client to provide:

- Hi-res company logo (JPEG). Logo will be 20% size of Swansea Council logo.
- Onsite branding collateral for display to be supplied 5 days in advance of Airshow.
- Complete artwork for company advert/offer on Wales Airshow Mobile App.
- Names for Hospitality guests.

This exclusive sponsorship proposal is based on a single event basis, with a fixed price sponsorship contribution of £2,000 + VAT. Pending receipt of company logo prior to production. Excludes Agency commission.

## Disclaimer and General Principles

The attached opportunity is subject to change of location and content in the event of unforeseen circumstances.

Sponsor/Advertiser/Promotional Partner will be informed immediately of any such changes and offered an alternative.

Swansea Council reserve the right to source and secure further 'Same Business' clients.

The Council will not permit any advertising or sponsorship message that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability.

Content that is not permitted for advertising and/or sponsorship messages includes, but is not limited to, advertising that contains, infers or suggests any of the following:

- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues.
- Disparagement or promotion of any person or class of persons.
- Promotion or incitement of illegal, violent or socially undesirable acts.
- Promotion or availability of tobacco products, weapons, gambling or illegal drugs.
- Advertising of financial organisations and loan advancers with punitive interest rates.
- Promotion or availability of adult or sexually orientated entertainment materials.
- Advertising that infringes on any trademark, copyright or patent rights of another company or political party.
- Claims or representations in violation of advertising or consumer protection laws.

Any commercial arrangement will be on the basis that business partners share the authority's values and principles and are not in conflict with the authority's policies.

In order to maintain the authority's reputation and general principles, the authority retains the right to decline to enter into commercial arrangements with any organisation or individual or in respect of particular products which the authority in its sole discretion considers inappropriate.

The client shall comply with the Swansea Council's Commercial Sponsorship, Promotions and Advertising Policy and any health and safety legislation. All artwork to be approved by Swansea Council prior to print, if applicable. All investment is subject to VAT, unless otherwise stated.

Investment excludes Agency commission.

Investment is for the period stated only.

Partner's/Sponsor's company name will be included in any press releases where possible subject to editorial control.

The packages presented in this document are subject to change due to event improvement and on-going marketing development.

Disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited. If verification is required please request a hard-copy version.

All advertising on Council owned advertising platforms must adhere to the British Code of Advertising, Sales Promotion and Direct Marketing. This code provides the rules for non-broadcast advertisements, sales promotions and direct marketing communications.

For further details visit: <https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>

