

English Heritage Partnership and Sponsorship Opportunities



ENGLISH HERITAGE

Who we are

English Heritage preserves the places where the story of England was forged and where it can be re-told.

English Heritage is unique: unique in the breadth of understanding and expertise of our staff; unique in our standards of excellence; unique in the scope and quality of our portfolio and unique in the powerful combination of intellectual and creative resources, which help us to tell the story of England, not within the confines of a museum, but where it actually happened.

There are over **400** historic places in our care, spanning **6** millennia including:



Our work is informed by enduring values of **Authenticity, Quality, Imagination, Responsibility, and Fun**

Custodians of London's **blue plaques** scheme, which celebrates the links between notable figures of the past and the buildings in which they lived and worked

10 million annual visitors to our sites and almost **1 million** English Heritage Members

2,000 volunteers across **400+** sites

An award winning website with over **790,000** unique visitors a month and over **5.9** million unique visitors last year

Highly engaged online audiences with strong followings on  (**384,000 Facebook likes**)

and  (**116,000 Twitter followers**)

A registered **charity**, no. 1140351

Why Partner with us?

Businesses and brands from a wide range of industries and sectors enjoy successful and commercially effective partnerships and sponsorships with English Heritage.

Partnerships can focus on a number of different aspects of our work with partners enjoying a wide range of flexible and imaginative benefits which deliver demonstrable return on investment against commercial objectives.

Outlined in the following pages is an overview of some of the different activities and opportunities available for corporate sponsors and partners in working with English Heritage. This is not by any means an exhaustive list, and we would be delighted to discuss other ideas with you to help you meet your aims and objectives in working with our brand, and reaching and communicating with our different audiences.

English Heritage Partners enjoy

- Association with a trusted national brand;
- Access to our supporters, including almost 1 million English Heritage Members, through our core communication channels;
- Marketing and PR support, including social media, and on the award winning English Heritage website;
- Exclusive hospitality, including venue hire of our sites or at planned English Heritage events;
- Prizes/giveaways for competition mechanics including free entry to English Heritage sites, English Heritage Memberships and holiday cottages stays;
- Reward and engage staff with volunteering opportunities and special access to English Heritage sites;
- Complimentary use of English Heritage sites for PR/press events and photo-shoots;
- Bespoke entry offers to English Heritage sites to support on-pack promotions and POS material;
- Coverage in the quarterly EH Members Magazine with (circulation approximately 350,000) with opportunity to advertise/place inserts at a 50% discount;
- Opportunity to feature news stories and joint content in the monthly EH Members e-newsletter (circulation approximately 350,000);
- Access to authentic content and images for use on EH and partner channels

The Corporate Partnerships team are delighted to create bespoke partnership/sponsorship packages reflective of your budget and designed to achieve your objectives for working with English Heritage.

Current Partnership/Sponsorship Opportunities

Stonehenge

Stonehenge is the most famous prehistoric monument in the world, attracting over 1.3 million visitors each year, from around the world, making it the most visited English Heritage site. Several different opportunities exist as outlined below, with opportunity to enjoy unique brand association and visibility, special Stone Circle access and hospitality as well as reach and communicate with on-site visitors, of which 55% are from overseas, including a large proportion from North America.



Stonehenge Exhibitions

In 2017/18, English Heritage will commence a new programme of exciting exhibitions designed to further reveal some of the unique stories of this fascinating and iconic site. Support this series of shows and enjoy special profile on site as well as unique hospitality, including Stone Circle tours.

Feast! Food and Feasting

Commencing in October 2017, Feast! will explore food consumption in the Neolithic period in the Stonehenge landscape, drawing on the rich archaeology at Durrington Walls, site of a large Neolithic settlement located in close proximity to Stonehenge.



Current Partnership/Sponsorship Opportunities

Events

Each year, English Heritage organises almost 800 different events across the country at our sites, all designed to tell the story of England and bring history to life. Our events programme as a whole is available for sponsorship as are individual events with opportunities to increase brand awareness with visitors, enjoy on-site activation and demonstration, as well as engage online with our audiences.

Members Events

English Heritage Members' enjoy an exclusive programme of events, offering special access to our expert team of curators and senior staff, to English Heritage projects and local heritage projects before they open to the public, behind the scenes tours and hands-on workshops.



Easter

Join English Heritage in celebrating Easter at our sites with children trails, Easter egg hunts and fun and games. Reach families and young children and enjoy great association, with opportunity to test/sample product as well as engage socially and online.

St. George's Day

A quintessentially English occasion, the St. George's Day weekend at Wrest Park, Beds, is the largest event of its kind in England, and a key English Heritage event attracting almost 10,000 visitors, who come to enjoy a great festival atmosphere.



Apple Festival

A key event in the English Heritage calendar, held in September, the English Heritage Apple Festival at Audley End House and Gardens in Essex, attracts several thousand people each year, keen to enjoy all things apple.

Current Partnership/Sponsorship Opportunities



Education

Education at English Heritage draws on the range of expertise of staff across the organisation, encouraging and supporting almost 400,000 free education visits to our historic properties, exciting all learners with the stories they tell.



Gardens

From rolling parkland and stunning vistas to elegant parterres and working kitchen gardens, we look after and restore some of the most magnificent gardens in the country, maintained by a dedicated team of expert gardeners. Our gardens offer endless variety, and are a great source of inspiration, popular with our Members and visitors alike.



Volunteering

English Heritage volunteers are part of our collective movement to ensure the past is protected for future generations to enjoy. Over 2,000 volunteers working across 400+ sites across England provide essential support in our work in bringing history to life.



Blue Plaques

London's blue plaques scheme, celebrates the links between notable figures of the past and the buildings in which they lived and worked. The London blue plaques scheme is thought to be the oldest of its kind in the world, and celebrates its 150th anniversary this year.



Charity of the Year

Support English Heritage as your Charity of the Year and engage staff and customers to support our work in bringing history to life. This will be the first time English Heritage has received this status, offering fantastic association and opportunity to truly help the work of our newly established charity.

Current Partnership/Sponsorship Opportunities



Seasons

English Heritage marks and celebrates the different seasons with fantastic events at our sites and national press and marketing campaigns. With English Heritage, your brand can mark the rite of Spring, enjoy a great Summer day out, a spooky Halloween or a traditional Victorian Christmas.



Stone Circle

Join the Stone Circle, and unlock otherwise closed doors, going behind-the-scenes for exclusive insight into our work. All the while, your support will directly benefit the vital conservation and maintenance work urgently needed at sites across the country.



Themes

Each year, English Heritage establishes a key theme enabling our sites and network of staff to come together to demonstrate the English Heritage brand organising thought - We Bring History to Life. Forthcoming themes include Technology and Innovation (2017), Stonehenge (2018), Storytelling (2019) and Romans (2020)



Category

Join Isla Negra, Official Wine of English Heritage as an English Heritage Category Sponsor, and enjoy fantastic exposure across the charity. We are currently seeking Category Sponsors in the fields of Vehicle, Beer, Coffee, Travel, Hotels, Chocolate, Outdoors, Technology, as well as many others.



Licensing

Work with our expert curators and extensive collections, to create high quality, distinctive, and commercially successful co-branded products that embody the best of the English Heritage brand. Our partners enjoy complimentary use of our sites for photo-shoots/PR events as well as opportunity to reach and communicate with our Members.

Case Studies

Cif

In 2015, English Heritage announced a major three year partnership with leading UK cleaning brand Cif, to embark on a programme of conservation at some of the country's most spectacular landmarks, commencing with the restoration of the Quadriga, the magnificent bronze sculpture on top of Wellington Arch, London. Cif and English Heritage activated the partnership with advertising, on-pack offers and competition prizes as well as with digital and social activity.

“Cif social purpose is to restore the beauty of man-made world. Because when things are cleaned to reveal their original beauty, they have a positive impact on the people around them. So we're always looking for people and organisations that share our values to help us do it. Like Cif, English Heritage is restoring the nation's most loved buildings and landmarks for us all to enjoy”

Olivier Juglair, Cif Global Head of Marketing

Centuries of stains, dirt and grime. What better partner for Cif than English Heritage.

After years of taking the nation's dirty worktops, bathtubs and ovens comfortably in its stride, Cif is ready for a new challenge.

Well, actually it's ready for some very, very old ones. Because Cif is going to help English Heritage to restore some of the country's most treasured historic buildings and monuments.

And it all begins with Cif supporting the task of restoring the Quadriga - the spectacular bronze statue on The Wellington Arch in central London. We can't wait.

You can follow our progress and find out more about how Cif and English Heritage are making England shine at www.cifclean.co.uk



Isla Negra and Cif partnership adverts featuring the Quadriga, The Wellington Arch and Battle Abbey

Isla Negra

English Heritage recently announced a new strategic three year partnership with Isla Negra, as the official wine of English Heritage. In addition to their sponsorship, Isla Negra also supported with in-kind wine, offering different opportunities for brand visibility and presence at English Heritage sites, in catering outlets and holiday cottages.

“Isla Negra is well established as a wine brand that people love. It continues to be very popular and recent data shows strong volume growth. What we were looking for was something to grow the number of people buying the wines, add standout on shelf and basically reward the wine shopper in a meaningful way. This partnership fits that brief perfectly for us.”

Dan Featherstone, Marketing Manager for Isla Negra

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Step into England's story