

English Heritage Partnership and Sponsorship Opportunities



ENGLISH HERITAGE

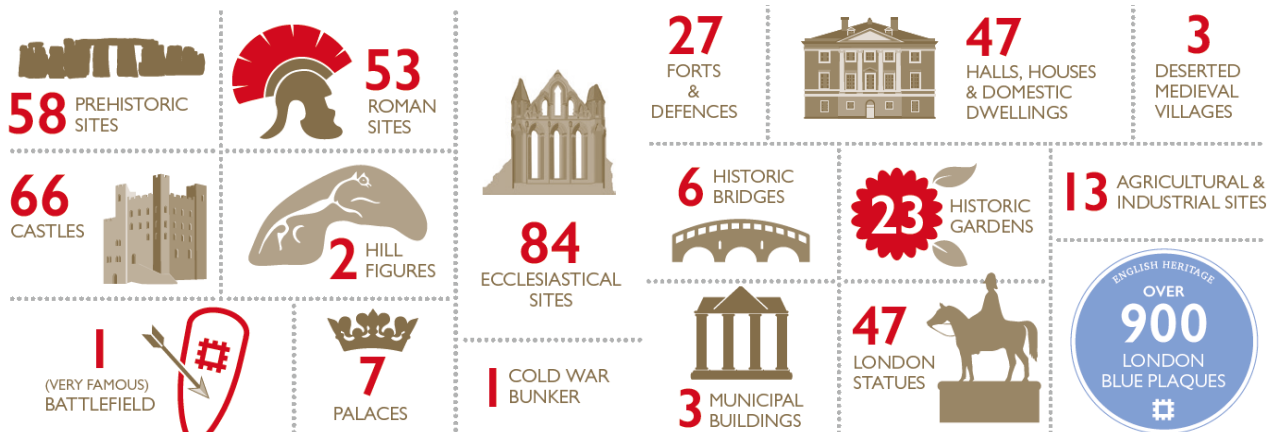
CASTLE HILL

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**

Only with your help can we ensure the story of England survives to **EDUCATE, INVOLVE** and **INSPIRE** future generations.



Brodsworth Hall and Gardens, North Yorkshire

CONSERVING OUR HISTORIC SITES

Alongside our vital day-to-day conservation work, we've got major capital projects underway to ensure our sites survive for future generations to enjoy and value.

INSPIRING VISITORS WITH ENGLAND'S STORY

Using the knowledge of our world-leading historians, archaeologists and curators, we create enjoyable, exciting experiences that capture our visitor's imagination.

GETTING MORE SUPPORTERS INVOLVED

Through education and training programmes and year round events, we work closely with local communities to involve them in our work. Our volunteering opportunities offer a great way all groups to develop new skills and tell the story of England to future generations.



Framlingham Castle, Suffolk

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 368,000) 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 250,000);
- 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

Capital Investment Projects

The buildings and monuments in our care are a finite resource and maintaining their authenticity relies on conserving their fabric and character. It is vital that we continue to look for innovative ways to manage, protect and promote our historic environment, to ensure that our sites remain in good condition for future generations to enjoy and value, and we would be delighted to work with your company in doing this. Current projects available for support include:

Tintagel Castle, Cornwall

Tintagel Castle is a place of Arthurian legend, but our latest archaeological research hopes to shed light on its mysterious post-Roman heritage. We will be displaying these discoveries in new interpretation as well as constructing a state-of-the-art bridge as part of a £4 million programme to make the site more accessible than ever.



Walmer's Castle, Kent

This major capital investment project will see the grounds of Walmer Glen, an early 19th-century garden submerged in a quarry, completely restored. New visitor experiences, a children's play area, and volunteer welfare facilities will also be incorporated to enhance the site and attract thousands of more visitors.

Belsay Hall, Northumberland

Belsay is a Grecian-style hall, medieval castle and twenty acres of outstanding gardens. The Belsay Awakes project seeks to transform the visitor experience, increase understanding and engagement, and enable the site to be financially sustainable for the charity.



Marble Hill House, Twickenham

Marble Hill is a beautiful Palladian villa set in 66 acres of outstanding riverside parkland near Richmond in West London. The Marble Hill project will restore the 18th century house and gardens and transform the area into a vibrant public space.

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.

St. George's Day Festival, April

A quintessentially English occasion, the St. George's Day Festival is the largest celebration of its kind in England, and a key English Heritage event attracting almost 10,000 visitors across five historic sites, who come to enjoy a great festival atmosphere.



Apple Festival, September

As one of the fastest-growing events in the English Heritage calendar, our annual Apple Festival and Audley End in Essex, welcomes around 7,000 visitors across the weekend. Visitors can enjoy local crafts and food stalls, as well as discover the rare heritage apple varieties cultivated in the Organic Kitchen Garden.

Grand Medieval Jousts

The highlight of the English Heritage summer calendar, the Grand Medieval Jousts season feature some of our highest-attended events. Accompanied by a nationwide PR campaign, with previous year's featuring Victoria Pendleton, Grand Medieval Jousts take place at sites across the country, welcoming tens of thousands of visitors.



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.

Current Partnership/Sponsorship Opportunities

Themes

Each year, English Heritage established a key theme enabling our sites and network of staff to come together and demonstrate the English Heritage brand. From landmark anniversaries to unifying values, we have taken inspiration from key moments in history and look to retell them for today's audiences. Supporting us in promoting these key themes will offer the opportunity for companies to join English Heritage on some of its most widespread, nationwide campaigns, aligning themselves with our values.

2018 - Stonehenge 100

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. In 2018, we will be marking the moment when, 100 years ago, Stonehenge was gifted to the nation, with a series of special events and a nationwide PR campaign.



2018 - Women in History

Marking the centenary of women getting the right to vote, we will be celebrating this landmark occasion with related content and events across our sites and online highlighting the vital roles women have played throughout history.

2019 - Storytelling

We are the charity that brings the story of England to life. All of our sites have a story to tell, with some including Tintagel Castle, Whitby Abbey and Kenilworth Castle with particularly strong ties to national and local stories. We will be hosting storytelling events, recording important oral histories, and creating memorable PR moments.



2020 - Romans

English Heritage looks after 53 Roman sites including the iconic Hadrian's Wall. As well as completing significant capital investment projects across the Wall, in 2020 we will also be digitising all of our Roman artefacts. We'll be celebrating our Romans year with a series of Roman reenactments, for which we are renowned.

Current Partnership/Sponsorship Opportunities

Engagement, Involvement, Inspiration

When English Heritage became a charity in 2015, our guiding principles of engagement, involvement and inspiration were set at the heart of all our work going forwards. A partnership with English Heritage aligns your company with these values and presents an opportunity to work with English Heritage in putting these values into action, as well as fulfilling your corporate social responsibility objectives.

Education

Every year almost 400,000 school children access our historic properties and hear their stories of these sites told by our expert curators and historians. Supporting our Education programme enables hundreds of thousands of children to continue accessing history where it happened, completely free for schools.



Volunteering

Over 2,700 volunteers working across 70+ sites work alongside our experts providing essential support. Your company could ensure we reach and train thousands more volunteers, in turn making our historic sites more accessible and enabling us to achieve even more as a charity.

Apprenticeships

We train people in traditional, specialist skills needed for the care of historic buildings and gardens. We also train people in the skills needed for the modern world, providing opportunities for young people to gain national qualifications and invaluable workplace experience. Support and help us build on our success in this area.



Shout Out Loud: Giving Young People a Voice in Heritage

As part of a new Heritage Lottery funded grant stream, we are working in collaboration with a number of external youth engagement partners to help make heritage more relevant for young people, building on their needs and interests and increasing the ambition, scale and quality of youth engagement with heritage.

Current Partnership/Sponsorship Opportunities

Special Occasions

English Heritage celebrates different occasions with fantastic events at our sites and with national press and marketing campaigns. From traditional celebrations to modern holidays, we have the unique ability to tell England's story across 6,000 years of history and encompassing local, national and worldwide customs. Marking seasonal celebrations with English Heritage allows your company to align with this diverse, engaging programme of events and benefit from the wide-reaching attention this brings to our work.

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.



Halloween

With some of the spookiest sites in the country, English Heritage is well placed to celebrate All Hallows' Eve. It's no wonder our After Dark events, including torchlight tours, Illuminated Abbey (pictured), and Bolsover Castle's FrightFest are fast becoming our most popular series of events of the year.

Christmas

From Victorian celebrations to local customs, we run a range of fairs, craft workshops, carols and more to celebrate Christmas. Supporting Christmas at English Heritage also opens access to a wealth of inspiration from our archives and collections, for that authentic festive experience for your customers.



Celebrations

Over time we've seen new celebrations such as Mother's Day, Father's Day, and Valentine's Day added to our calendars. Partner with English Heritage to create a unique and meaningful offer for your customers and stakeholders on these fun, heartfelt days through access to our authentic content

Current Partnership/Sponsorship Opportunities

Category

Support English Heritage as a Category sponsor and enjoy fantastic exposure across the charity. Category partnerships support English Heritage and its work in a strategic way, using brand alliance, exposure to audiences and commercial avenues of English Heritage to create authentic, creative partnerships.



Travel

By their nature, many of our sites are located in remote places. Your company could help English Heritage make the story of England as accessible as possible by becoming one of our preferred Travel partners.

Paint

From delicate, historic interiors to solid exteriors which have stood the test of time, paint continues to be a central feature in caring for the historic sites in our care. We are looking to work with a paint company to help secure the future of these buildings through an exciting strategic partnership.



Outdoor Wear

Around 1,000 permanent staff and over 2,000 volunteers provide the vital front-line support in bringing the story of England to life. Your company could help guard them against the elements by providing elements of the uniform, whilst simultaneously highlighting your brand to the 10 million visitors to our sites every year.

Food & Drink

English Heritage is a prestigious brand that is deeply trusted by audiences. Food products and drinks can greatly benefit from aligning with our brand, as well as direct access to our audiences through product sampling, supplying our holiday cottages and providing in-kind support to various, selected events.



Current Partnership/Sponsorship Opportunities

Sites and Collections

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. Your company could help support the curators, architects, engineers, gardeners and historians who collaborate to find solutions to challenges across 6,000 years' worth of historic sites, aligning with this world-class expertise and culture-saving mission.



Gardens

From elegant parterres and working kitchen gardens, we look after some of the most magnificent historic gardens in the country. Maintained by a dedicated team of skilled gardeners, our gardens offer endless variety and are a great source of inspiration, popular with Members and visitors alike.

Blue Plaques

London's Blue Plaques scheme celebrates the links between notable figures of the past and the buildings which stand today. The scheme is thought to be the oldest of its kind in the world and we continue to unveil new plaques today, however this is completely reliant on support from donors and partners.



Conservation in Action

Without ongoing protection, the unique castles, monuments and historic buildings that tell the stories of our nation will be lost forever. Supporting our programme of conservation work across our 400 historic places will ensure that future generations can experience the story of England where it really happened.

Collections & Archives

We care for over 500,000 paintings and artefacts spanning over 2,000 years of England's history. Each artefact has been carefully recorded and documented, before either being displayed on site or stored in one of our three Archaeological Collection Stores. Help us safeguard these unique and precious objects for future generations.



Case Studies

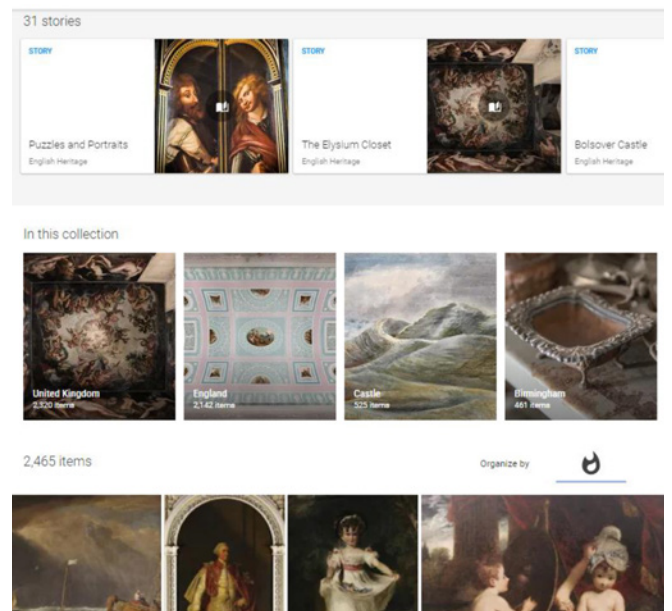
Ecotricity

English Heritage are working with leading UK green energy provider Ecotricity, to create a campaign promoting renewable, sustainable energy to visitors at our historic sites. Coinciding with the launch of English Heritage's new Sustainability Strategy, Ecotricity and English Heritage plan to promote the partnership with advertising, expert training for Green Energy Champions at every major English Heritage site, as well as digital and social media activity.



Google Arts & Culture

This major new partnership with Google launched in 2017 with the aim of creating an interactive online 'text book' of the history of England accessible through the platform Google Arts & Culture. Working across English Heritage's entire portfolio of historic sites, the project initially launched with 29 properties including Tintagel Castle in Cornwall, Kenwood in London and Dover Castle in Kent. This exciting new collaboration led to the creation of a number of advanced digital assets for the charity, allowing millions of more people to access the story of England through global online platforms.



Gardiner & Theobald LLP

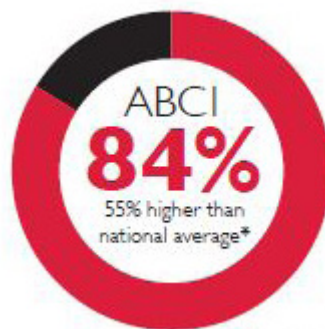
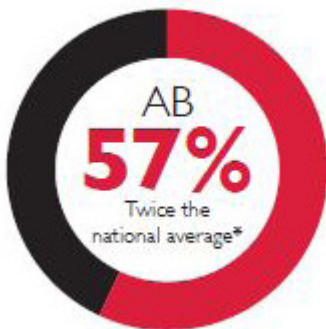
English Heritage launched the Stone Circle in 2017 with independent construction consultancy Gardiner & Theobald LLP as its founding member. As a company working to build and shape the future landscape, Gardiner & Theobald's support of English Heritage ensures that, simultaneously, our historic landscape is protected for future generations to enjoy. As well as provide insight into the vital conservation work our experts undertake through content for their communications channels, Gardiner & Theobald have also used the Stone Circle to get involved behind the scenes through volunteering opportunities and tours.

Our Audience

Partnering with English Heritage brings companies exposure to diverse, affluent audiences including English Heritage Members, site visitors and volunteers. Through opportunities to have presence and visibility at our historic sites, on our award-winning website, through our popular social media channels, and in our widely-distributed Members' Magazine, partners can reach and communicate directly to our audiences.

10 million annual visitors to our sites

935,000 English Heritage Members, of which:



55
years old
average age of
readership*



687,000 unique website users a month

12 million sessions on our website last year



420,000 Facebook likes



152,000 Twitter followers



187,000 YouTube subscribers



77,000 Instagram followers



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MEMBERS' AREA



THURSDAY 19 OCTOBER 2017

FIND PLACES TO VISIT

TYPE PLACE NAME, POSTCODE OR REGION



EXCLUSIVE PREVIEW OF THE STONEHENGE FEAST



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Step into England's story