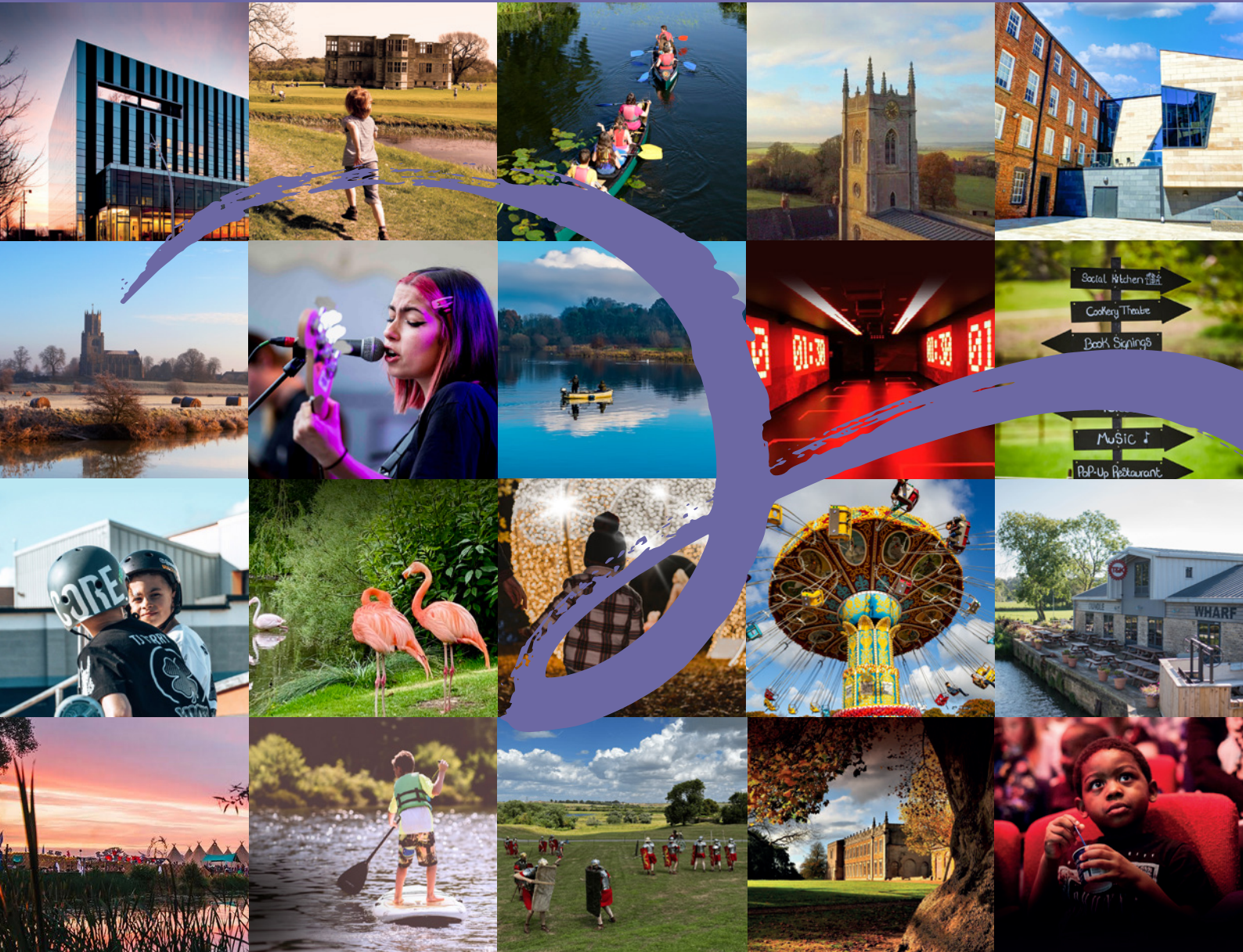


Destination Northamptonshire

For visitors, students, residents and businesses.



If you're passionate about championing Northamptonshire as a great place to live, work and study, we offer accessible partnership and sponsorship packages.

Please contact Kate to find out more
info@northamptonshiresurprise.com

NORTHAMPTONSHIRE
BRITAIN'S BEST SURPRISE
www.northamptonshiresurprise.com

Northamptonshire welcomes more than 20 million visitors each year and these visitors spend around £1 billion in the local economy, and support over 13,500 jobs. Our ambition is to work together to continue spreading a single compelling vision of the county and deliver the benefits of a growing visitor economy, and its treasures in the context of the broader place agenda; a location of choice for visitors, students, residents and businesses alike.

Northamptonshire Tourism Business Network

Partners are invited to connect with and support network businesses, work creatively with us to engage communities and visitors, develop new opportunities and partnerships, and champion Northamptonshire - and its anchor towns, villages, hospitality and attractions - as brilliant destinations for experiencing the best of British tourism.

We meet regularly, face to face, to facilitate meaningful collaboration and support, amplify message, and help build brands.

We connect education and industry, link towns and parishes, and promote culture, arts, sport, food and drink and wellbeing.

We also advocate for partners coming together to form a private sector-led Local Visitor Economy Partnership (LVEP).

PARTNERSHIP WITH THE TOURISM BUSINESS NETWORK (FROM £995 PA) ENABLES:

- Introductions to the business network; connecting partners with tourism and hospitality businesses and students/graduates/academics
- Invitations to join and host network gatherings and events, including recruitment fairs
- Opportunity to contribute to monthly 'Network News'
- Access to digital destination material; images and short film content
- Opportunities to get involved with place marketing projects
- Destination / tourism signposting on premises if appropriate, and alignment on social channels

Our approach to partnership is flexible, and we welcome your feedback on what you value most.

SPONSORSHIP OPPORTUNITIES £5,000

Exclusivity of Sector Guaranteed.

If you're passionate about championing Northamptonshire as a great place to live, work and study, we offer bespoke sponsorship packages. Our approach is flexible, and we welcome your feedback on what you value most, including exclusivity of sector, which we offer all corporate sponsors. We take seriously your investment and will tailor our offer to you based on your needs.

Pride in Place: Support for Communities, Towns and Parishes

Established as a community group for seven years, we have great experience of connecting, supporting and promoting places, challenging dated perceptions, and attracting following and footfall. Towns and parishes are invited to work closely with our place marketer and the network more broadly to showcase your community, high streets, festivals and events.

NETWORK MEMBERSHIP FOR COMMUNITIES, TOWNS AND PARISHES COSTS FROM £250 FOR THE 2024 SEASON. THIS ENABLES:

- Add town, parish and event listings to www.northamptonshiresurprise.com
- Opportunity to contribute news and events to monthly 'Network News' updates
- Opportunity to attend network gatherings and events, including recruitment fairs

FOR AN ADDITIONAL £750 TOWNS/VILLAGES CAN ALSO:

- Feature as a 'top pick' on the destination website
- Host network gatherings
- Distribute news via the central media and influencers list
- Seek advice and guidance from our expert place marketer

IN ADDITION, PILOT PROJECTS ARE COSTED ACCORDING TO REQUIREMENTS - INCLUDING:

- Bringing market making events to towns, parishes and communities.
- Bespoke 'Discover Place' strategy, digital guides, websites and campaigns.
- Telling the story of local culture through new Town, Parish & Community Culture Trails.
- Thematic campaigns connecting communities, towns and parishes; walking, cycling, heritage, food & drink, US links.



