

# West End Parish Council

## Sponsor a roundabout

With the introduction of the new roundabout sponsorship scheme in Surrey which now incorporates parish councils, West End parish council is pleased to offer local businesses and organisations the opportunity to promote themselves at two prominent locations within the village. Roundabout sponsorship in West End is due for renewal from February 1<sup>st</sup> 2017.

### **Roundabout sponsorship will provide you with:**

- Visibility all year round - 365 days a year 24 hours a day
- Exposure to approximately 20,000 vehicle movements a day
- Your own exclusive space (free from your competitors)

### **The roundabouts available in West End are:**

- Fellow Green Roundabout on the A322, also approached from Fellow Green and Kerria Way
- Gordons Roundabout on the A322, Red Road and Bagshot Road approaches

### **How long does sponsorship last?**

- The contract lasts for a period of 12 months

### **What does the sponsorship cost include?**

- Exclusive sponsorship for 12 months
- Signage on the roundabout (see below for no. of signs)
- Artwork, manufacture and installation of signs
- Replacement of signs due to damage
- Maintenance to existing shrubs/plants/grassed area

### How much does sponsorship cost?

Interested parties are invited to bid (see table below) by completing the expression of interest and bid form (located on our website)

Location	Annual price starts from	Sign Size
Fellow Green Roundabout	Minimum bid £1,500 inc. vat (4 signs)	810mm x 410mm
Gordons Roundabout	Minimum bid £2,000 inc. vat (2 signs)	910mm x 460mm

### What am I permitted to include on the sign?

- You may display your company name / logo along with a short business message and contact details in the form of a website address, address or telephone number.
- Roundabout locations are exclusive to one sponsor; however you are permitted to have a different design displayed on each exit of the roundabout. If you do require multiple messages, each approach road can be targeted with a different sign advertising your specific service.
- Slogans or clear advertising is not permitted but signs may include name, logo, website, address and/or telephone number (for example 'We sell great food at ..... ' is not permitted, however 'Sponsored by ..... 'is permitted).
- Every sign should display the name or logo of the parish council

### Interested?

If you would like to register your interest and bid please complete or download the *expression of interest and bid form* and return it to:

The Parish Clerk  
West End Parish Council  
The Sports Pavilion  
Benner Lane  
West End, Woking  
Surrey, GU24 9JP  
Email: westendparish@btconnect.com  
Telephone: 01276 855361

Deadline for bids November 29<sup>th</sup> 2016