



# **Colne Grand Prix PR & Marketing Brief 2019 for Colne Town Council**

**Submission of fixed price quotation by the 22nd February 2019**

**Event date Tuesday 16<sup>th</sup> July 2019**

**Programme production and printing for distribution by 30<sup>th</sup> May 2019**

## **Introduction**

You are invited to quote for services as a detailed below to enable Colne Town Council to deliver the Marketing and PR requirements associated with this event.

Attached to this brief is copy of last years programme in order to provide a quick overview of how this has previously been promoted and detailed below is an overview of the event by way of more context.

We are looking for innovative and cost effective delivery and to not only drive visitors to the event but also to provide for our sponsors value for money.

An indicative price of £1000 is provided for this work in order for prospective providers to be aware that this is the approximate level of previous provision costs incurred. This a high profile event but is for the right proposition flexible in pricing but within reason given this event is a single evening event and has significant cost already attached to it.

It does however present an opportunity for a proactive PR concern to develop potentially an ongoing relationship with a small Town Council that runs a number of significant events already and may in the future increase further in size.

If on receipt of this invitation you wish to submit a detailed proposal advising of how you would take this forward then please email this direct to Naomi Crewe [admin@colnetowncouncil.org.uk](mailto:admin@colnetowncouncil.org.uk)

Notes:- Specific parts of the package are already agreed such as appointment of graphic design, printing sources and some distribution outlets.

## **Background to event**

Colne Town Council have been successful in securing the forth race in the Men's Elite series this is the 16<sup>th</sup> year that this event has taken place in Colne.

The race is part of the British Cycling Elite National Circuit Series and takes place on a closed-road 800m circuit around Colne's one-way system, making for a fast, exciting spectacle. As a round of the National Elite Series, the top riders in the country take part. It is often referred to as the most challenging course of the whole series.

The Colne Grand Prix is an elite cycle race whose entrants have included World and Olympic Champions, such as Steven Burke, and Ed Clancy. Sir Bradley Wiggins is also a former winner of this prestigious race. Major cycling teams are involved, such as Sky and Rapha Condor. The race has grown since its inception by Brian Cookson, former President of the World Cycling body the UCI.

Colne Town Council delivered a highly successful event in 2016, 2017 and 2018. The race attracts up to 6,000 visitors to the town every year.

Following Steven Burke’s Olympic success and the support Steven received at his “homecoming parade”, interest in cycling locally has increased and we expect to draw an even bigger crowd, as Colne gears up for another fantastic Grand Prix.

In 2017 and 2018 British Cycling partnered with HSBC to help fund the events and work with event organisers to promote themselves and these events.

The Colne Grand Prix is also covered by Euro-sport and the local news on TV.

### **Event Components**

	<b>Media</b>	<b>Location/ distribution</b>	<b>Responsibility</b>
Physical	Gateway Signs	4 display boards on the outskirts of Colne	CTC – Design and installation
	Bus Shelter	2 Bus shelter A0 display boards – opposite The Muni, Primet Bridge	CTC – design and installation
	Press Releases	Multiple press releases	<b>CTC &amp; PR Company</b>
	Concord Barriers	Race Circuit	CTC & British Cycling
	Gantry Boards	Race Circuit	CTC & British Cycling
	Local Business Banners	Race Circuit	CTC
	Programme	4000 Copies printed and distributed to all local businesses and Tourist Information Centres	CTC – Design and Printing/ Distribution <b>PR Company content</b> with CTC Support
	Posters	150 Printed – distributed to all businesses in Colne Town Centre	CTC
	<b>On the night press co-ordination</b>	<b>organise all press requirements/ radio/ tv interviews</b>	<b>PR Company</b>
	Television Coverage	Coverage from local news stations and Euro- Sport	CTC, British Cycling, <b>PR company</b>
Digital	Facebook	Event set up and shared	CTC
		<b>Promoting event and linking in with Sponsors and British Cycling</b>	<b>PR Company</b>
		<b>Regular posts about the event and for information such as road closure</b>	<b>PR Company</b>
	Twitter	<b>Promoting event</b>	<b>PR Company</b>
	Website	Latest news stories	<b>CTC &amp; PR Company</b>

## **Requirements to fulfil**

**To produce and implement a PR and Social Media campaign for the Colne Grand Prix to include; -**

### **1. Programme –20 page DL format**

- To write welcome page, main sponsors articles, (three at present) article of local cycling interest, one competing team article- may vary depending upon advertising space

### **2. Social Media**

- Develop the social media campaign to increase visitors to the event
- Liaise with main sponsors to promote their own social media requirements
- To integrate with British Cycling social media

### **3. Pre-event PR build up**

- Liaise with British Cycling
- Liaise with event Partners to promote the event and the partners ethos for the event
- Liaise with Cycling teams who will be competing on the night
- Liaise with Radio Lancashire to cover event
- Liaise with Television and Radio outlets
- Arrange radio interviews
- Encourage local media coverage

### **4. During the event PR**

- Deliver PR Program with TV and Radio
- Organise all news coverage/ interviews required on the night for radio/tv/newspapers
- Ensure event partners are present for prizes presentation on podium
- Photograph Presentations and Race
- Ensure podium presenter has the information about sponsors and who is presenting the awards

### **5. Post-event**

- Manage PR after event including issuing press releases\* and social media content
- Provide after event report of activities to present to sponsors

*\*All press releases must be agreed by Colne Town Councils media contact and where appropriate CGP Events Partners.*