



2018/19

Highway Asset
Sponsorship

Business Benefits

Benefits include:

- Viewed thousands of times per day.
- Visible 24 hours a day, 365 days a year.
- Locations with high footfall
- Full colour high impact signs.
- Raising the profile of a brand, product or service.
- Building your brand or image in Sheffield and the surrounding towns.
- Demonstrate Corporate Social Responsibility
- Promoting a corporate image by showing visible support to a local authority initiative.
- Showing your support for a cleaner Sheffield with our #CleanSheffield scheme.
- Targeting potential customers in a unique way.
- Shoppers, residents, commuters and visitors will become more aware of your business.
- Coverage on our Twitter and LinkedIn sites
- Get more involved with your local community

Contact Information

If you have any queries relating to the roundabout and site sponsorship process please contact the Highways and Property Commercial Team:

Telephone: 0114 27 36211

Email: HighwaysandPropertyCommercialTeam@sheffield.gov.uk

How it works

- Please contact us either on the following email address HighwaysandPropertyCommercialTeam@sheffield.gov.uk or Telephone Number 0114 27 36211 stating your preferred sponsored site. We will then contact you regarding the availability of the specified roundabout or site and the associated sponsorship fee.
- To ensure fairness, if there is more than one organisation expressing an interest in sponsoring a specific roundabout or site, we have the option to undertake a process whereby organisations will be requested to submit closed bids. If this process is applicable further details will be provided.
- If you wish to proceed with your selected roundabout or site, we shall send you an agreement to read and sign. You will need to provide a current logo (pdf format) of your business which you would like to appear on the sign(s).
- Once we have received and agreed your artwork, we shall arrange for the signs to be produced and installed which can take up to 6 weeks. You will receive an email once the signs have been installed.
- 2 months before the end of your sponsorship term we shall contact you to see whether you would like to extend the current sponsorship arrangements.
- Depending on your requirements, we can take 1 full payment or break the cost into monthly invoices. Sponsorship fees will include the artwork, the sign production, installation and removal of the signs.
- If the current arrangements are not to be continued, we shall arrange for the signs to be removed and disposed of.
- Sponsorship terms generally last a minimum of 12 months depending on the location of the roundabout or site.

Signs

All signs will be in full colour and will display your organisations name and/or Logo. The sign shall also display the Sheffield City Council logo (the sign size given is inclusive of this space).

There are 4 sizes of frames dependant on location:

Park Square Roundabout (Sign 1): 3350mm x 1075mm

Boundary signs (Sign 2): 1790mm x 550mm

Roundabout and Carriageway (Sign 3): 1250mm x 718mm

Bin (Sign 4): 370mm x 360mm



Asset Sponsorship

sign 3



sign 4

