



# Advertising Packages

At Lockleaze Sports Centre

Registered Charity Number: 8824435

## The Centre

Lockleaze Sports Centre is a quality sport and events facility in north Bristol. We are committed to delivering affordable sports facilities, educational space, and programs, health improvement, and inclusive social facilities to the local community and beyond. Now in operation for 6 years, we have seen between 3000 people per week coming through LSC.

Our facility is a hub of activity, attracting 10,000 visitors each month, including avid sports enthusiasts, families, and fitness enthusiasts from local clubs and groups. These advertising options offer exposure to a diverse range of audiences:

- **Primary Audience:**  
Sport players between the ages of 10 years and 30 years old.
- **Secondary Audience:**  
Parents and other related spectators of club sport and tournaments across the year (from within the local community and outside of Bristol).
- **Tertiary Audience:**  
Members of the public who spectate home and away clubs on The Terrace and users of the bar/café space. As well as those who use our venue for event hire purposes.

We aim to use the site the best way we can to help promote and spread awareness of local clubs, businesses and community groups in a beneficial way for all. All of the income that comes from packages will be used to further improve and maintain the site.

## Our Advertising Options:

There are three types of packages:

1. On-site Mesh Banner: The banners are printed on high-quality material and are made to withstand strong winds and rain. Each banner, with the dimensions of 2.5m x 1m, will be placed in prominent locations along the pitch fence:
  - Rugby 4G fence
  - Football 4G fence
  - Hockey fence
  - Car park/loading bay fence

All locations cost the exact same and will be placed wherever you prefer. They will not be placed anywhere else other than what is listed.

2. Digital Screen: A digital screen advert placed in the reception/foyer area of LSC. Ads are placed on a 90-second loop: 30s for LSC, 60s to rent. There are 6 advertising slots on the screen; each digital advert is capped at 10 seconds long, creating a 1/6 share of voice for advertisements. Ads placed on the digital screen are alongside LSC content, which are NOT competitive.
3. Digital Screen & Mesh Banner: This advertising option includes the above options: a 2.5m x 1m banner placed on one of the 4G fences, and a 10-second advert on the digital screen.

**\*Please note that banner production costs are not included. The price for banner production is £44+VAT, provided you already have a design made.**

**If you require help with designing and creating banners and digital screen media, get in touch with us where we can help for additional fees where necessary**

The table below shows prices and duration of adverts for commercial and community organisations:

Type	On-site Mesh Banner* (excluding production)*	Reception Digital Screen	Digital Screen and Mesh Banner* (excluding production)*
Price & Duration		<u>Monthly</u> <b>£110</b> Community: £60	
	<u>6 Months</u> <b>£400</b> Community: £150		<u>6 Months</u> <b>£1,020</b> Community: £270
	<u>Yearly</u> <b>£750</b> Community: £230	<u>Yearly</u> Available upon request	<u>Yearly</u> Available upon request

Community rates are for:

- Users of LSC with a business/group/club.
- Residents with a business/group/club within 0.6 miles of the centre.

#### Charitable Organisations

Charities based in Bristol receive a further 30% discount on the community rate, provided you supply proof of charity registration.

#### Specifications for advertising options

Banner:

- If you already have a banner design, it should be in PDF format with dimensions of 250cm x 100cm. No other file formats can be printed onto a banner.

Digital Screen:

- Digital screen adverts must also be in PDF format, with dimensions of 1,080 × 1,350 pixels, or approximately 9.14 × 11.43 cm. No other dimensions or file types are accepted.

If you encounter any issues or have trouble with these specifications, please feel free to send an email to [marketing@lockleazesportscentre.co.uk](mailto:marketing@lockleazesportscentre.co.uk) or alternatively, inquire at the front desk.