



# Bath Christmas Market

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## Sponsorship and Advertising







## About Us

Bath Christmas Market is an internationally renowned Christmas Market based in the heart of Bath City Centre.

The event is free to attend and runs from Thursday 28th November to Sunday 15th December.

Bath Christmas Market is more than just a Christmas Market, it's an immersive event which transports you to a festive fairytale, full of the sights, sounds and smells of Christmas.

## The Details

- Over 200 traders joining us across the 18 days
- 175 chalets, with long-term and short-term traders
- 2 charity chalets
- 17 food and beverage stalls catering to a range of dietary requirements, including GF, DF and vegan
- Highlighting the best of the South West and beyond - around 2/3 of traders are based in Bath and surrounding areas.
- Boosts the local economy by an estimated £50million
- Environmentally conscious and a fossil fuel free site

## Opening Hours

Thursday 28th November to Sunday 15th December (inclusive)

- Monday to Wednesday – 10 am to 7 pm
- Thursday to Saturday – 10 am to 8 pm
- Sundays – 10 am to 6 pm

Residents' Night: Wednesday 27th November from 5pm to 7pm

## Contact

**Hannah Batey**

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Marketing and PR Manager - Bath Christmas Market (B&NES Council)

## Web and social



[bathchristmasmarket.co.uk](http://bathchristmasmarket.co.uk)



[@bathchristmasmarket](https://www.instagram.com/bathchristmasmarket)

# Work with us

Bath Christmas Market is a flagship event in the city of Bath. Featured in numerous high-end magazines such as Vogue, Financial Times, and Good Housekeeping, the event is regarded as one of the best Christmas markets in the UK.



In 2023, Bath Christmas Market attracted a footfall of 451,000 people across the 18 days



Bath Christmas Market brings an estimated £47 million into the city



Our marketing team won Best Campaign at the Creative Bath Awards 2023



High average visitor spends of £26.83



# Marketing Stats

2.8M

ESTIMATED  
DIGITAL  
MARKETING  
REACH

353K

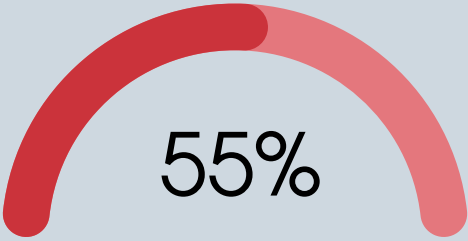
UNIQUE WEBSITE  
VISITS BETWEEN  
1ST OCTOBER  
AND 31ST  
DECEMBER

137

COUNTRIES  
REACHED



STALLHOLDER  
NEWSLETTER OPEN RATE



VISITOR NEWSLETTER OPEN  
RATE

2023 Q3 Marketing Data (1st October to 31st December)			
	Followers	Engagement	Reach
Instagram	21.8k (+28%)	65%	370,243
Facebook	88.5 (+4%)	31%	1,945,438





# Visitor Profile

Bath Christmas Market has an extremely varied visitor profile due to the nature of it being a free, open-air event. However, the trends we see across our event and marketing data highlights the following visitor profile:

- 51% of visitors are day visitors
- 27% are staying overnight
  - Average stay of 1.91 nights
- 90% of visitors are adult-only groups
- Average group size of 2.45 people
- Main age groups are:
  - 25-34: 21%
  - 55-64: 19%
  - 35-44: 15%
- 6% of visitors come from overseas
- 92% would consider returning to Bath throughout the year
- 72% of visitors are influenced to come to Bath by Bath Christmas Market

This is just the top-line data and more can be provided, including the breakdown of the above figures, by request.

# Sponsorship opportunities

<p><b>Premium Event Sponsor</b></p> <p>£7000 + VAT</p>	<ul style="list-style-type: none"> <li>• Logo in footer of website</li> <li>• 6 x crowd barrier covers around site</li> <li>• Logo on printed map handout</li> <li>• 1/4 page advert in printed map</li> <li>• Banner ads in all e-marketing (visitor and stallholder)</li> <li>• Logo on all videos and reels</li> <li>• Tagged in all instagram/facebook posts from Bath Christmas Market channels</li> <li>• 3 x social media adverts (if desired)</li> </ul>
<p><b>Event Sponsor</b></p> <p>£5,000 + VAT</p>	<ul style="list-style-type: none"> <li>• Logo in footer on website</li> <li>• 4 x crowd barrier covers around site</li> <li>• Logo on printed map handout</li> <li>• 5 x email marketing banner ads (visitor and stallholder)</li> <li>• 2 x social media adverts (if desired)</li> </ul>
<p><b>Charity Sponsor</b></p> <p>£3,000 + VAT</p>	<ul style="list-style-type: none"> <li>• Logo on charity chalet page</li> <li>• Press release about the contribution</li> <li>• Logo on site-wide market map</li> <li>• Logo on external facia of the charity chalets x2</li> <li>• 3 x email marketing banner ads as part of visitor marketing campaign</li> <li>• 2 day participation with a charity of your choice*</li> </ul>
<p><b>Entertainment sponsor</b></p> <p>£1500 + VAT</p>	<ul style="list-style-type: none"> <li>• Logo in the header of 'What's On' feed</li> <li>• Logo on site-wide market map</li> <li>• 3 x banner ads as part of visitor marketing campaign</li> <li>• 2 x social media adverts (if desired)</li> </ul>

# Individual opportunities\*

<b>Facebook Advert</b>  £150 + VAT	1 x post from Bath Christmas Market facebook page including image/video and link
<b>Instagram static grid post</b>  £150 + VAT	1 x post on Bath Christmas Market instagram page - up to 3xcarousel images, caption, relevant hashtags
<b>Reel</b>  £250 + VAT	1 x Reel posted to Instagram and Facebook - including caption and relevant hashtags, shared to Instagram story
<b>Visitor Email Marketing Banner</b>  £100 + VAT	1 x Email marketing banner on a visitor email newsletter c3000 contacts, open rate 55%
<b>Stallholder Email Marketing Banner</b>  £75 + VAT	1 x email marketing banner on our stallholder email newsletter - c200 contacts, open rate 90%
<b>Crowd Barrier Cover</b>  £200 + VAT	Pedestrian Barrier cover around site - will be visible from Wednesday 27th November to Sunday 15th December

\*15% discount for registered charities

\*10% discount for B&NES registered companies

\*10% discount when you book three or more

PLEASE NOTE: You must supply all assets to Bath Christmas Market. Any asset creation is by request only and will be subject to further charges