

## Party In the Park - Leeds

### Background

Party in the Park and its sister event Opera in the Park are the largest free music festivals in the UK attracting over 250,000 people. The events are staged by Leeds Council and are targeted at a 14 &ndash; 18 audience and a mature audience generally above 40. Amazingly the events have attracted only limited sponsorship. Brief

Smart City Dressing, event branding was tasked with both transforming the site to look like a major event and raising sponsorship for the event. Solution

We produced a comprehensive media pack aimed at increasing the visibility for sponsors and increasing the value they can derive from the event.

A significant element of the media pack was the perimeter branding for the event. A requirement we identified to effectively brand the event, this together with entrance features and flag banners would give the site a co-ordinated feel and raise the visitor experience. Results

Smart City Dressing within a 4 week window sold all the main sponsorship opportunities. This allowed us to brand the site with the main sponsors logos, exceeding both the expectations of the sponsors and council. At the same time we raised a significant contribution to the events costs.

Smart City Dressing sold, managed, installed and delivered the whole project.