



# HAY CASTLE

## BUSINESS FRIENDS

Our **Business Friends** programme is a great way for local businesses to give financial support to Hay Castle.

By making a modest contribution to the Castle's running costs you will help us to offer an amazing welcome for visitors.

### Did you know that Hay Castle welcomed 127,000 visitors in its first year?

The Castle opens throughout the year and welcomes hundreds of visitors to Hay-on-Wye every week. These visitors come, not just at Festival time, but in those five cold months between November and March when the town might otherwise feel quite bleak. Commercially, it is godsend for the traders. The Castle's magnetism boosts tourism and benefits all those who rely on the town's attractiveness and footfall to underpin their trade and commerce.

Support the community in bringing art, literature, heritage and culture to this amazing part of Wales.

### How much to keep lights on?

We are looking to raise upwards of £100,000 each year from Business Friends and Partners to help the Castle with its running costs and charitable activities.

The completion of the Castle's £9m refurbishment means that it can no longer rely on grants and lottery funding. The Castle is a charity and needs to be self financing and to balance its books - bearing in mind its fixed overheads are nearly half a million pounds each year. Entrance charges, tours and the Castle's shop cover only about one third of its overheads. The Castle's outsourced café, plus donations from a range of Castle friends and benefactors, also bring in funding but inevitably there is a gap that we are keen to fill. **That is where you can help.**

### Friendship starts here ...

Becoming a Business Friend starts with the purchase of a bundle of Castle passes. For most local businesses that will mean a standing order of £30 a month. From that gateway there is then a range of opportunities for you to access the Castle facilities and to sponsor events - with the associated advertising that goes with it.



## A PACKAGE OF CASTLE FAVOURS!

### Castle passes

We want you to support the Castle in a fair and proportionate way. The Castle passes will enable you, your staff and colleagues to visit Hay Castle and grounds free of charge.

Pricing is geared to the size of your business and, for the vast majority of the independent Hay businesses, this will be £360 per year, or £30 per month. For bigger businesses, please see the grid below.



### Namecheck your business

We want to thank you for your support and your business name will be recognised, as a minimum, on the Business Friends section of the Castle's web site.

Business headcount	Bundle size	Bundle cost (annually) inc. VAT	No. of Guests per pass	Total admissions
1 – 10 staff	1 pass	£360	Holder + 1 guest	2
11 – 100 staff	2 passes	£960	Holder + 2 guests	6
101 – 500 staff	4 passes	£1,920	Holder + 2 guests	12

### Priority admission

The Castle holds many events throughout the year and, where possible and under our control, a Business Friend will be offered priority admission.

Being a Business Friend is a gateway for access to more of what the Castle can offer

**Access** to the Castle's support for discussing opportunities to help your business. Business Friends will enjoy our best rates for hiring Castle spaces and event advertising.

### Use the Castle's spaces\*

You would be welcome to host occasional business meetings, meals and forums within the Castle. We have some very useful spaces within a unique setting. All we need to do is agree what works for you and us.

Entertain your customers and suppliers for a unique experience by booking the whole Castle for a business event.

### Sponsor an event and advertise there\*

When you sponsor an event we will make sure your support is acknowledged and your business is highlighted in promotional material. You can highlight your business in advertising at the event itself.

\* charged for outside the Friends package



Be part of the Community

Support the Community we all love

### Become a Business Friend

Call Hay Castle:

01497 820079 and ask about being a Business Friend

Website:

Visit the Contact Us page at [www.haycastletown.uk](http://www.haycastletown.uk)

Enjoy supporting Hay Castle for a modest annual cost

- Meeting place
- Exhibition programme
- Concert venue
- Learning centre

Make the Castle another home for your business