

GETTING VISIBILITY	<i>How? Some ideas to explore.</i>
In our routine handouts	Partner’s name printed on: <ul style="list-style-type: none"> - Castle entrance passes - Entrance tickets
In our day-to-day Activities	Partner’s name printed on: <ul style="list-style-type: none"> - Volunteer garments - Donation points - Tour guides - Castle lights signage -
In Castle spaces	Partner’s name / brand sponsor-advertising could be shown: <ul style="list-style-type: none"> - Within certain rooms inside (e.g. shop, viewing platform, event spaces) - On outdoor sails / other outdoor areas of focus (e.g. cobbled passage) - In areas of the Castle grounds -
On Castle web site	<ul style="list-style-type: none"> - References to the Partner’s support on the Castle website - Branding of “guest internet access” log-in page for visitors - Advertising within the site (<i>subject to agreement</i>) -
In Digital communications	Within our e-mailed materials, e.g. news / events <ul style="list-style-type: none"> - Reaching 5,000 – 10,000 recipients -
On social media	Advertising / namechecks (<i>subject to agreement</i>)

PRESIGIOUS ACCESS	<i>How? Some ideas to explore.</i>
To our visitors, supporters and stakeholders	Partner able to get access via our controlled outward media communications <ul style="list-style-type: none"> - Leveraging our visitor database to provide visibility for a Partner’s products or services
In depth association with Castle events	Partner will have their support publicly recognised through namechecks and brand visibility at Castle events / performances.
To the Castle’s physical spaces	Partner to have exclusive use of its private rooms and facilities for: <ul style="list-style-type: none"> - Entertaining customers and clients - Company meetings Team meetings Away days - Possibility of premium access during the Hay Festivals - Partner prestigiously linked to a new facility, e.g. a new Pavilion
To convene events – or private elements of events - at the Castle	Partner to be closely involved with: <ul style="list-style-type: none"> - Sponsoring an event - Establishing a new event - Hosting or chairing an event - Entertaining at an event
Association with a new endeavour	Partner to be closely involved with a new conservation or community project