



SPONSORSHIP OPPORTUNITIES

2022

www.clactonairshow.com

Background

Running for 29 years, the Airshow is Tendring's largest free event taking place annually on Thursday and Friday before late August bank holiday and runs along Clacton seafront.

The event hosts a varied flight display consisting of MOD and Civilian aircraft and includes a variety of exhibition/trade stands, on-site catering, entertainment and attractions.

Complimenting the day event, a special twilight show takes place on Thursday evening,

Hosted during the summer school holidays local residents, tourists and day trippers are in abundance.



Benefits

This major well-established event is a great platform for mass exposure of your business and the perfect opportunity for your business name to be promoted to thousands of people, raising brand awareness, potential lead generation and positive PR.

The benefits of sponsorship include:

- Brand awareness.
- Extensive local, regional and national press coverage (television, radio etc) reaching a wide and varied audience.
- Exclusive access to the hospitality area.
- Networking opportunities with other businesses and dignitaries.
- A prime way to showcase the area to potential clients.

The audience comprises of locals, flight enthusiasts and visitors from across the UK and Europe and attracts ABC1, C2 and D people of all ages and social groups.

Research shows that the event contributes significantly to the local economy by increasing visitor numbers and spend attracting in the region of 250,000 over the two days.

In 2016 Tendring District Council commissioned the "PRIME" report which produced the following results.

Local income £8,256,724

Regional income £1,228,692


















Total £9,485,415

Local jobs 116.95

Regional jobs 13.87

Total 130.82

Flight packages

	£1,000 (plus VAT)	£2,000 (plus VAT)	£3,000 (plus VAT)
VIP Tickets x2			
VIP Tickets x4			
VIP Tickets x8			
Inclusion in official programme			
1/4 page advert			
1/2 page advert			
Full page advert			
Web site			
Site space (max 5m x 4m)			
Plane sponsorship 2 days			

For further details or to tailor make a package to suit your business needs, contact the team:
clactonairshow@tendringdc.gov.uk.



Visit: www.clactonairshow.com
 Follow us at @ClactonAirshow

Tendring
 District Council



EVENT TERMS & CONDITIONS

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Please read the following notes thoroughly before you sign the application form. Tendring District Council, the organisers, referred to below as “The Authority”, reserve the right to refuse any application at the Authority’s absolute discretion without explanation.

TIMES OF OPENING

See appropriate event information sheet for details of opening times and set-up procedures. All units/exhibitions must remain open throughout the duration of the event. The Airshow, organised by the Authority, will hereinafter be known as ‘the event’.

WARNING- EXHIBITORS TAKE NOTE

Please note that exhibitors are responsible for the security of their own staff, units and personal belongings and are liable to indemnify the Authority as mentioned in regulation 5 below.

REGULATIONS

1. NON-COMPLIANCE WITH REGULATIONS

The Authority or it’s agents have the power to order the removal of any article from the event ground, or to close the stand of any exhibitor who does not conform to the event regulations or the directions of the Authority’s officials or stewards and, if necessary, to expel such exhibitor or his representative from the event ground.

2. APPLICATIONS

Ground space is available for the sale of goods, catering, demonstrations, entertainment, exhibition or display. The nature of the exhibits and sales goods must be stated clearly on the application forms.

No variation will be allowed after acceptance to the event, without the prior written approval of the Authority. Bookings will only be accepted in writing on official application forms. The completion of a stand application form and the receipt of a cheque do not constitute a contract with the Authority, unless and until the Authority issues written confirmation of the booking to the applicant. Site passes will not be allocated, until all fees have been paid in full. No product, product group or service can be guaranteed exclusive rights to sales on the site, unless agreed in writing with the Authority.

3. CANCELLATION

Where an exhibitor withdraws from the event or cancels the space reserved for any reason, all fees paid shall be forfeited, whether the site is re-let by the Authority or not. Please note the Authority does not accept any responsibility for any damage/loss of earnings or costs incurred as a result of the cancellation of the event. See section 16 for Covid procedures.

4. INSURANCE

1. The Exhibitor shall effect and maintain at all times a policy of insurance with a reputable insurance company for Public Liability in the sum of not less than £5,000,000 (five million pounds) in respect of any claim and also an adequate sum in respect of Fire and Special Perils (and Employers Liability where applicable).
2. The Exhibitor must, prior to a booking being accepted, produce to the Authority on demand evidence of such policy and of the payment of the premium for it.

5. INDEMNITY

The Exhibitor shall be fully responsible for and indemnify the Authority and keep the Authority indemnified against all claims, proceedings, costs and expenses arising from or in connection with the use of the site by the Exhibitor or the exercise or purported exercise of any permission or right given by the Authority to use the site (except to the extent that the same is shown to have been caused by the Authority).

6. ELECTRICITY/GAS

No electricity is available on the event ground. The use of properly silenced generators is however permitted. Exhibitors must ensure any gas appliances have been recently examined and tested as satisfactory by a competent person and labelled to indicate the examiner's name and the date of the examination. All electrically powered equipment must be maintained to ensure compliance with the Electricity at Work Regulations.

7. EXHIBITORS LIMITATIONS – NO HOLIDAY PRIZE DRAW PROMOTIONS WILL BE PERMITTED

1. Charitable Fund Raising and any activities deemed as 'Games of Chance' i.e. a Tombola stall is not permitted on any stand, which has not been granted permission by the Authority.
2. Those traders selling articles that are not in accordance with their original application, or trading without documented agreement from the Authority, will be closed down/removed from the event site.
3. No subletting of any portion of the trader's allocated site is permitted.
4. Sales activities must be confined to the stand area allocated and on no other area of the site.
5. Sale of food and drink is restricted to authorised catering concessions. Small samples may be given away free of charge for promotional purposes.
6. Written permission must be gained from the Authority for the use of any audio equipment which is to be used as part of the exhibition or unit.
7. Exhibitors must apply for and pay for sufficient space for all stays or guy ropes required for any building or tent, caravan or vehicle(s) (which stay on the site including tow bar of caravan) to be erected. Stand space boundaries will be marked out and any trader/exhibitor occupying a space beyond these may be removed, re-sited or charged accordingly at the discretion of the Authority.

8. CATERING/ICE CREAM CONCESSIONS

All caterers must comply with the Food Safety and Hygiene (England) Regulations 2013. The food business operator shall put in place, implement and maintain a permanent procedure or procedures based on HACCP principles.

1. Caterers must provide sufficient receptacles for litter and tidy up litter around the stand area at the end of each day of the event.
2. No electricity is available on site. The use of properly silenced generators is permitted.

3. The Authority reserves the right to refuse any catering application without explanation.
4. The Authority's Environmental Health Officers will inspect vendor's premises and will also check them both on arrival and during the event, under the provisions of the Food Safety Act and Associated Regulations. Unsatisfactory inspections may result in removal from the site.

9. NUISANCE

Exhibitors may not use any loud speaker apparatus, engines, generators, or other equipment, participate in any activity or practice, or sell, display or offer for sale any toxic, noxious or offensive substance, article or thing, so as to cause nuisance, annoyance or distress to other exhibitors or to the public. The Authority's decision on such matters shall be final and binding on all exhibitors.

10. OVERHEAD OBSTRUCTIONS

Written permission must be gained from the Authority for flag poles, structures and advertising blimps in excess of 30 feet in height.

11. LITTER

Exhibitors are responsible, at all times, for keeping their stand and the adjacent area free of litter. Please help us to be a more environmentally friendly event by doing the following: Cut out single use plastics, use alternatives such as cans and wooden cutlery. Use local suppliers where possible. Provide recycling bins within your area.

12. VEHICLE PARKING

ALL VEHICLES NOT FORMING PART OF THE DISPLAY MUST BE MOVED OFF THE MAIN SITE BEFORE THE SHOW OPENS TO THE PUBLIC. (See Section 7.7– Exhibitors Liability).

13. SAFETY It is the responsibility of all Traders and Exhibitors to make themselves aware of the relevant regulations appertaining to their activities at the "event" and, in addition, the Authority draws your attention to the following with which participants are required to comply with:

- Provide and maintain plant, equipment and systems or operations that are safe and without risk to health.
- Ensure the safe use, handling, storage and transport of articles and substances. Provide such information, instruction, training and supervision as is necessary to ensure the health and safety of you, your employees, contractors, organisers and members of the public.
- Conduct you're undertaking in such a way as to ensure that all persons who may be affected are not exposed to risks to their health and safety, therefore, taking all reasonable care for the health and safety of yourself and of other persons who may be affected by your activities.
- To cooperate fully with the Authority in the events in which you participate to enable the Authority to comply with all relevant Health & Safety Legislation.
- No person shall intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare.
- Report any problems or potential hazards that you observe, or that you are made aware of, to the attention of the Authority's Event Information Area.
- Fire Precautions – All exhibitor/trader units must have adequate fire prevention in place and must provide relevant tested Fire Extinguishers and Fire Blankets.

- All extinguishers must conform to BS 5306-3:2017 and Fire Blankets to BS EN 1869:1997 and must have been serviced within 12 months of the date of the event.

Accident Reporting and Investigation during the event, any person needing treatment whatsoever should be attended to by the approved first aid provider who will be present on site. All accidents or injuries must be reported to the Authority's Event Information area immediately.

14. APPLICATION FORMS

Any additional notes or regulations printed on application forms for specific events shall form part of these regulations. Deposits are non refundable.

15. ADVERTISEMENTS IN OFFICIAL PROGRAMME

Whilst every effort will be made to fulfil the Advertisers requirements to their reasonable satisfaction, the Authority accepts no liability either directly or indirectly, expressed or implied, for any loss or damage arising from any error, inaccuracy or omission.

16. COVID-19

The Authority will be constantly reviewing and updating the measures as new government guidelines are released.

Traders are to adhere to current guidelines and within those guidelines traders will be required to comply with the conditions below:

1. A Covid Risk Assessment must be provided.
2. Hand sanitiser must be displayed for customers to use.
3. PPE must be worn at all times when open when and if required.
4. Ensure Covid provisions are in place for employees including cleaning, hygiene and handwashing.

The Authority reserves the right to impose such additional regulations as it deems appropriate to ensure the safety of all persons involved in or attending the event.

In the event that anyone under your Supervision, employment or any persons attending your event should contract COVID 19 you will be responsible for reporting to the Health & Safety Executive (HSE) under Reporting of Injuries, Disease and Dangerous Occurrences Regulations 2013 (RIDDOR).

Should it arise that due a change in any Government Guidance issued that would cause the Airshow to be cancelled, then Tendring District Council cannot be made accountable for any form of compensation.

All queries relating to the above regulations or the actions of the Authority or its appointed Contractors should be addressed to: Event Director, Clacton Airshow
Tendring District Council, Town Hall, Station Road, Clacton-on-Sea, Essex, CO15 1SE