



**Achieve benefits for your company and play your part in promoting Swansea Bay – a great place to live, work, study, invest in or visit**



### **What are we trying to do?**

Swansea Bay – the area covered by Neath Port Talbot, Swansea and Carmarthenshire – has an enormous amount to offer as a place live, work, study, invest in and visit... but many people in UK and beyond – and even some in Wales – don't realise or appreciate this. Swansea Bay Futures (SBF) has been set up to work with others to try to address this issue by using every opportunity to raise the region's profile and create positive associations with Swansea Bay. This can be of benefit to everyone who lives and works in the region.

### **Why get involved?**

As well as playing a part in helping the overall region to develop and grow, being formally linked to Swansea Bay Futures can bring some specific benefits to your company.

### **Would you find any of the following of value?**

- **Raising the profile of your company in the region**
- **Brining your company to the attention of businesses and individuals based in Swansea Bay**
- **Announcing news and developments linked to your company**
- **Having access to up to date information about every aspect of Swansea Bay**
- **Finding out about the who, what, where, when and how of Swansea Bay**
- **Attracting new staff from outside of the region, making use of the many promotional resources available through SBF**
- **Ensuring your employees are up to date on good news about Swansea Bay**
- **Ensuring your company's views are considered when strategies are being considered for the region**

**If so, read on to find out more about linking with us...**

### **How much will it cost and what do I get in return?**

There are 3 levels of involvement to consider, the costs and benefits of which are outlined overleaf...

Please note that all Partners and Premier Partners are asked to commit for a period of 3 years. Associate agreements are for a single year only and run from April to March.

1. **Swansea Bay Associates: £200 plus VAT per annum for new Associates, £150 per annum for continuing companies**

(based on the company financial year, April to March, 50% reduction from October onwards)

- Brief details of your business included on [www.abayoflife.com](http://www.abayoflife.com) with a direct link to your own website from the Associates pages
- One web link from the content pages of the website to a page on your site.
- The opportunity to contribute appropriate stories to the monthly 'Bay of Life Watch' newsletter which is directly distributed to over 1,000 named individuals and circulated via intranets and through communications contacts to a potential audience of over 10,000 people
- Have your news tweeted through our network to over 1,300 Swansea Bay Futures Twitter followers
- Receive help with editorial copy relating to the area for your publications and marketing materials or to find a specific Swansea bay image to use in your promotions
- Entitlement to use the Bay of Life brand
- Invitation to the annual SBF information and networking event, with a chance to mix with senior people from our other link companies



2. **Swansea Bay Partner: £2,000 plus VAT per annum**

In addition to the Associate company benefits, a Swansea Bay Partner also receives

- Detailed information about your organisation on the 'Partners' section of [www.abayoflife.com](http://www.abayoflife.com)
- Web links to your site from appropriate content pages of the website
- Access to on-line photo-library
- A direct link to promotional activities being undertaken by Swansea Bay Futures
- A direct link to a member of the Swansea Bay Futures Board, in addition to the Executive Director, to ensure that your views are represented when the development and direction of the company is being considered

3. **Swansea Premier Partner: minimum of £5,000 plus VAT per annum or £10,000 plus VAT for a guaranteed place on the Board;**

In addition to the benefits already outlined, a Premier Partner will receive

- Regular profile in communications activity being undertaken by the company.
- Company logo used on key communications materials including the 'Bay of Life Watch' newsletter
- Access to the promotional toolkit including "quality of life" and other display and promotional materials, such as Swansea Bay gifts, A4 guides and welcome packs for visitors
- Regular link from the home page of the website, with an automated rotation ensuring all Premier Partners have a share of the profile.
- Invitations to specific profile events and other business development opportunities, as well as
- Access to hospitality opportunities, including potential to secure a double box at Liberty Stadium for your own use.
- Assistance to obtain specific information about the region to help you to achieve your business goals
- Access to the Recruitment and Relocation Support and Showcase Swansea Bay services as follows.
- At the £10,000 level, a guaranteed place for your company on the SBF Board, subject to a suitable nominee being approved by the Board

## Recruitment and Relocation Support

Relevant and up to date information on what Swansea Bay has to offer as a place to live and promotional materials which highlight the special quality of life on offer to them and their families, particularly important when trying to attract candidates from outside of Wales. A dedicated page with a selected url can be set up for a specific recruitment on [www.abayoflife.com](http://www.abayoflife.com). Promotional images can be provided for adverts.

## Showcase Swansea Bay

Delivered directly or supplied to Premier Partners wishing to present a picture of the region to customers, colleagues, out of region visitors and other key people. Presentation material is tailored for the audience and can be accompanied by a welcome/ information pack. Tours of different aspects of the region can also be organised on request.

## What does your support help us to achieve?

Swansea Bay Futures is an independent, not for profit, company. It receives its support from private sector companies and public sector organisations which believe in the future of Swansea Bay and which see a value in linking with other successful companies and the key public sector organisations in the region. Our link companies are visibly playing a part in helping the region to achieve its potential. From April 2011 the company will be linking up with Swansea University to deliver services around the £200 million, phase 1 of the new Bay Science and Innovation Campus.

The company's ability to achieve its goals is restricted by the resources which it has. The more support received, the more that can be done to promote the Swansea Bay Region, raising awareness, challenging perceptions and helping the economy and the businesses within it to develop and grow.

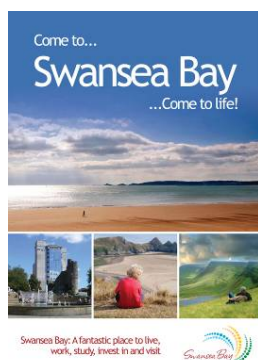
## Here's the catch...

**But we don't just want your financial support.** Premier Partners, Partners and Associates can play a vital part in helping to achieve greater profile and positive awareness and perceptions of Swansea Bay. Using your networks and our materials we can make the most of the opportunities available to spread positive news, share images and impress on others the delights of Swansea Bay... as well as reminding those who already live and work in Swansea Bay. The more we spread the word, the more successful we will be.

## Examples of Resources:



Glass Coaster Gift



A4 Glossy brochure



Golf Flyer for Ryder Cup visitors



## **Who is already involved?**

We are presently confirming relationships with the companies which will be working with us moving forward. They already include the following

### **Premier Partners & Partners**

- Swansea University
- City & County of Swansea
- Grŵp Gwalia
- HP Enterprise Services
- IBM
- Castell Howell Foods
- Neath Port Talbot CBC
- Carmarthenshire County Council
- National Waterfront Museum
- The Wave & Swansea Sound
- Cardiff Airport

### **Associates**

- Swansea Building Society
- Bay Leisure (The LC)
- SA1 Executive Apartments
- Vibe TV
- Afon Tinplate
- iCreate
- Waterside Consulting
- Surf GSD
- Property Search Wales
- Swansea Tennis & Squash Club
- Village Hotel, Swansea
- Home from Home
- Broomfield & Alexander
- Photographsof.com

**We are always delighted to welcome new companies to link with us. If you're interested in benefiting from a formal link with Swansea Bay Futures and in playing your part to help the region to develop and grow, then please get in touch.**

For more information, contact:

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Swansea Bay Futures is a not for profit independent company which works in partnership to promote the attractiveness of Swansea Bay as a place to live, work, study, invest in and visit.

[www.swanseabayfutures.co.uk](http://www.swanseabayfutures.co.uk) / [www.abayoflife.com](http://www.abayoflife.com)