



Working in partnership to raise the profile and benefit the economy of the Swansea Bay Region

Play your part in making the bay of life a great place to live, study, work, invest in and visit



Working in Partnership...

Formally linking with Swansea Bay Futures is about showing your commitment to the Swansea Bay Region. Linking with us will provide many benefits but most importantly it is a statement that your business or organisation is committed to the vision for Swansea and the Region, and that you are prepared to work with us to use every opportunity to get positive messages across about the area. Partners are asked to commit to support the work of Swansea Bay Futures for a period of 3 years.

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

1. Swansea Associates: £100 plus VAT per annum

(based on the company financial year, April to March)

- the opportunity to include details of your organisation on the Company's website where you will be described as a Swansea Associate and a web link will be made to your website
- the opportunity to contribute to the monthly newsletters containing useful and relevant information about what is happening in the Region
- access to the Associates section of the log in area of the web which includes:-
 - statistics
 - images
 - information regarding promotional activities
 - promotional slides and other materials about Swansea and the Region
- use of the Swansea Bay Brand and access to the Brand Manual
- our help with editorial copy relating to the area for your publications and marketing materials

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

In addition to the Ambassador benefits a Swansea Partner also receives

- More space for information about your organisation on the website
- A higher profile in any communications activity being undertaken by the company, in particular the monthly newsletter.
- Access to our marketing toolkit including "quality of life" and other display and promotional materials
- Marketing intelligence including the tracking of relevant features and/or stories via a web monitoring service
- Access to the Marketing Forum that has set up to encourage co-ordination and collaboration between practical marketers working in the region.
- Full access to the log in section of the web
- 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**
A number of Premier Partners make a contribution of £10,000 + VAT per annum, in return for which they receive higher profile and more opportunities to access the benefits on offer.

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

- Greater and more regular profile in communications activity being undertaken by the company.
- 2 Premier Partners have a link from the home page of the website, with an automated rotation ensuring all premier partners have a share of the profile.
- Access to detailed market research initiatives undertaken by the company
- Invitations to specific profile events and other business development opportunities,
- Access to hospitality opportunities including a box at Liberty Stadium for your own use.
- Access to the Senior Management Briefing, Showcase Swansea and Recruitment support services as briefly outlined below.

Senior Managers Briefing

Designed for senior executives joining businesses/organisations based in the region, the scheme provides information and support to enable them to get quickly up to speed with what is happening in the region and what is likely to impact on them and their families.

Recruitment Support

A service to HR departments or recruitment agencies working with Premier Partners, Swansea Bay Futures will put together a relevant and up to date package that tells prospective employees what the Swansea Region can offer to them, provide useful contacts and information on what is happening in the region.

Showcase Swansea

Provides support to businesses and organisations wishing to “show off” the Region to customers and other key people they deal with. This can include an overview of the city’s ambition, strategic aims, key projects and developments, and/or an informed tour of the region with presentations and potentially introductions to key influencers.

Why is your support needed?

Swansea Bay Futures receives a support grant from City & County of Swansea with all remaining funding coming from our Partners and Associates.

When considering your level of support please remember that, as a ‘not for profit’ company, all income raised goes directly into promoting the Swansea Bay Region, raising awareness, challenging perceptions and helping the economy to develop and grow.

But we don't just want your financial support, partners and associates play a vital part in helping to achieve the goals for the area and there are many ways in which you can help. Work with us to promote Swansea Bay using all the opportunities available both within the region and further afield. The more we spread the word, the more successful we will be. Specific opportunities will be different for each Partner, but here are just some of the ways in which you can help.

- use the Swansea Brand logo and messages wherever possible
- make a link from your website to www.abayoflife.com
- identify and use every opportunity to deliver positive messages about the City and the wider Region – whether independently or working with Swansea Bay Futures and other partners
- use Swansea Bay Futures, its website, newsletter and other communications activity to spread your good news both in and out of the Region. A positive story for you is a positive story for the region.
- Make use of the many resources and information that we are able to provide to inform you, to help you recruit new employees to the area and to help your new employees understand how things work in the region.
- use news and information supplied by us to make your employees aware of what is happening in the city and the wider region.... Word of mouth is one of the most powerful tools, but we need to give people the reasons to talk positively about the area and what's on offer here.
- encourage other organisations to work with Swansea Bay Futures

Join the following organisations and link in partnership with Swansea Bay Futures for the benefit of the region as a whole....

Premier Partners

- City & County of Swansea
- Swansea University
- Swansea Metropolitan University
- Cardiff International Airport
- Grŵp Gwalia
- IBM
- Land Securities Group
- EDS
- Neath Port Talbot CBC
- DVLA
- Morgan Cole
- Admiral
- Technium
- South West Wales Media Ltd
- The Wave & Swansea Sound
- Associated British Ports
- Fujitsu
- Carmarthenshire County Council

Partners

- First
- Swansea College
- National Waterfront Museum

Associates

- iCreate
- Afon Tinplate
- Swansea Building Society
- A Space in the City
- IMEX Group
- EC Harris
- Gorseinon College
- Howard & Palmer
- Trainer Group
- Food Passion
- Surf GSD

For more information, contact
Fiona Rees, Executive Director, 01792 634660;
fiona.rees@swansea.gov.uk