

Think Global. Act Local.

STATION HILL ON THE SEA

Introducing Station Hill on the Sea

One Beach. Two Bars. Three Weeks. Four Tonnes of Sand.

The Reading Urban Beach brings the quintessential English seaside to Station Hill. Initially trialled in 2016, Station Hill on the Sea is back. Its bigger and better with a distinctly traditional seaside theme.

Think back to the nautical bunting, candy striped deck chairs and saucy seaside postcards of your youth!

Place Experts is excited to be partnering with WePop to help forward thinking independent business leaders captivate the hearts and minds of new consumers through immersive brand experiences.

Key Dates

Friday 28th July to Sunday 20th August 2017.



WHERE SPACE MEETS OPPORTUNITY



Your opportunity awaits.

Station Hill on the Sea is growing into one of the most anticipated and fun events in Readings Summer calendar and we have an exciting opportunity for your brand to meet and interact with its young and vibrant attendees.

With over 5 years experience of running urban beach events across the UK we understand how best to showcase your brand and increase brand awareness for local independents.

From a numbers game to game-changing numbers.

Marketing Profile:

12,000 Facebook Reach

21,000 e-mail campaign

Flyers to reach 60,000 parents
of primary school age children

63% ABC1 Demographic

Free Entry to all.

No longer just a logo placement.

Meet Tomorrow's Customers, Today.

An opportunity to connect with today's modern family and tomorrow's social influencers is not one to be missed.

Our sponsorship packages provide an opportunity for brands to create meaningful relationships with new customers and solidify brand reputation with existing advocates.

Reach an active and social audience and bolster your brand by partnering with the must-attend town centre event of the season that speaks to both families and young affluent adults alike.



WHERE SPACE MEETS OPPORTUNITY

Join us at Station Hill on the Sea to gain:

- An opportunity to reach the ABC1 demographic in a niche environment
- Association with an event that is fast becoming the summer event of choice for young urban professionals and families in Reading
- An opportunity to establish your niche within Reading, and its social fabric
- An inexpensive investment vehicle compared to other mediums
- An ideal branding, sampling and distribution platform



Our packages are bigger than you think.

Beach Advertising Package

Station Hill on the Sea will be enclosed in boarding 10m long and 2m high. This is the perfect opportunity to showcase your brand in all its glory. Located in the perfect location to connect with thousands of high demographic consumers.

Space is available in 1m x 1m increments, you decide how big or small you would like your advertisement to be. Only 20 spaces available maximum (dependent on size of advertisement) so don't delay.

Opportunities available to have an onsite presence alongside your advertisement giving immediate and tangible return on investment.

To book your space please contact rita@placeexperts.co.uk or call 0151 372 5577

On Site Presence Package

Take upto a 3m x 3m space to promote your brand – interact with potential customers and strengthen relationships with existing ones as they enjoy the holiday atmosphere.

Deliver a Brand Activation or showcase your existing brand in any way you like – the space is yours to do what you want with, including sampling and onsite sales.

To book your space please contact rita@placeexperts.co.uk or call 0151 372 5577

Prices start from £350.



WHERE SPACE MEETS OPPORTUNITY



Want to know more?
Talk to the Place Experts.

Tel: 0161 791 0111

Email: hello@placeexperts.co.uk

