

# Roundabout Sponsorship

Milton Keynes is famous for its grid road network, the unique redways and of course, all the roundabouts! Many of these are available for sponsorship and we can offer a package to suit all budgets.

Sponsoring a roundabout gives your business a long-term advertising opportunity, reaching a large and varied local and regional audience on a daily basis from less than £40 per week\*.

## How it works

We have a number of roundabouts available for sponsorship on the main road and grid road network. These may have 3 or 4 name plates depending on the roundabout. Each plate is facing the oncoming traffic so your plate will get maximum exposure.

The roundabout packages are priced based on the location and level of traffic. The Platinum roundabouts have the highest traffic flow for example.

The options are (per year):

<b>Platinum</b> £5101	<b>Gold</b> £3573.50	<b>Silver</b> £3063	<b>Bronze</b> £2552	<b>Basic</b> £2042
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You can choose from 1, 3 or 5 years for sponsorship.

## Discounts

The following discounts apply if you take a sponsorship package for more than one roundabout:

- 2 roundabouts = 5% discount
- 3 roundabouts = 7.5% discount
- 4+ roundabouts = 10% discount

Example:

2 Gold roundabouts for a 1 year sponsorship package would be:

£3573.50 x 2 = £7147

Less 5% discount £357.35

Final cost is £6789.65

# Roundabout Sponsorship

## How to apply

Contact us at [highways.liaison@milton-keynes.gov.uk](mailto:highways.liaison@milton-keynes.gov.uk) stating your preferred sponsored site/s and the length of package you want i.e. 1.3 or 5 years. We will then contact you regarding the availability of the roundabout/s and confirm the cost of sponsorship.

If your preferred location isn't currently available, we will advise you when it will be and suggest possible available alternatives nearby.

If you want to proceed with the sponsorship we will send you an agreement to check and sign. After we receive this back (email it to [highways.liaison@milton-keynes.gov.uk](mailto:highways.liaison@milton-keynes.gov.uk)) we'll be in touch to sort out your artwork.

A deposit of 3 months sponsorship must be paid before any signage is manufactured. This cost is taken off the overall annual charge.

## Sign artwork

From 1 May 2021, all new or replacement roundabout signage will need to follow the same format as below. This will ensure consistency across the road network but mainly it prevents roundabout signs from distracting drivers too much. With roundabout sponsorship, less is more.

Your plate design should only include:

1. Your logo
2. Your company name
3. One contact piece of information ideally a web address rather than telephone number



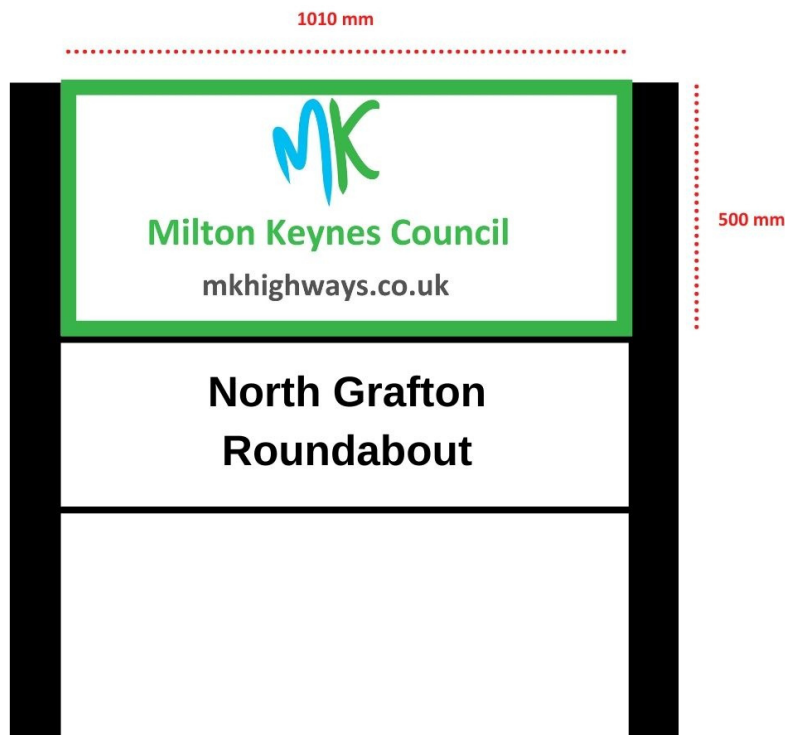
# Roundabout Sponsorship

## Sign artwork

From 1 May 2021, all new or replacement roundabout signage will need to follow the same format as below. This will ensure consistency across the road network but mainly it prevents roundabout signs from distracting drivers too much. With roundabout sponsorship, less is more.

Your plate design should only include:

1. Your logo - the largest part
2. Your company name
3. One contact piece of information ideally a web address rather than telephone number



# Frequently asked questions

## **Why can't I put what I like on the signs?**

Although roundabout signs can be sponsored by businesses, these are signs on the public highway so they mustn't be too distracting for drivers for safety reasons. Also your sign should be clear and easy to read to have maximum impact.

## **Are there any other restrictions?**

We reserve the right to refuse an application. Certain businesses will not be allowed to advertise such as gambling or tobacco products.

## **How many signs can I have?**

Each roundabout will have either 3 or 4 signs allocated to it. These have been determined by a safety assessment. Your design will be replicated on each one. We do not allow different designs on one roundabout as this may be distracting to drivers.

## **What happens if a sign is damaged or destroyed?**

If the plate is fine but has fallen down, we will re-attach it as soon as possible. If the sign unit including the roundabout name has been completely destroyed we will order a replacement sign and plate using the original design as agreed with you. We will aim to do these works within a 4 week period otherwise a refund will be available to you. This is based on the number of plates not visible plus the length of time. If the sign is repeatedly knocked down we will reassess the suitability of the site for roundabout sponsorship. If this is during your sponsorship term then a suitable alternative will be offered.

## **What if I want to change my design during the sponsorship period?**

We can print a new design for all your signs but there will be an additional installation and artwork charge made. The cost will depend on the number of signs (3 or 4) and the type of roundabout.

## **Can I pay weekly?**

No - payment must be made by bank transfer or direct debit either monthly or annually.

## **Can I make my own signs?**

No - the signs are installed and produced to our approved highways standard.

## **What happens if I don't renew my sponsorship contract in time?**

The roundabout will become available for other businesses to sponsor. If there is no new sponsor then the default 'Advertise Here' plate will be installed instead.

## **Can I share a sponsorship with another company?**

No - the sponsorship plates are for one sponsor with one design on all 3 or 4 plates.

## **Who does the artwork?**

We can put the artwork for the plate together for you and it is included in the deposit cost. You may supply us with your own artwork as a high res jpeg or eps file but it must comply with the conditions as set out on pages 2-3.

# Roundabout Sponsorship

## Terms and Conditions

1. The full cost is payable in advance once your sponsorship has been agreed. There is a deposit equivalent to three months worth of advertising required to cover the set up costs including the manufacture and installation of the signs.
2. All signs are the property of the Council.
3. The Council reserves the right to refuse at any time any company for sponsorship that is considered inappropriate or contentious such as gambling or pay day loans, tobacco or related products.
4. Manufacture and installation costs are included as part of the sponsorship. If a sign has simply fallen off but is in good condition, we will reattach it however if the whole unit is damaged this repair will take longer. We aim to repair or replace any damaged signs within a 4 week period.
5. There will be between 3-4 signs per roundabout depending on the location.
6. The sign design may not include advertising as it is a sponsorship sign. The design may only include a company logo, company name and one piece of contact information.
7. Any associated planting and maintenance is the responsibility and design of the Council's landscape team.
8. Sponsorship contracts run for 12 calendar months from the date of commencement. For 3 and 5 years packages this is 36 months and 60 months respectively.
9. Three months notice will be given before the sponsorship agreement is due to expire so the current sponsor will be offered the opportunity to renew the sponsorship. If they do not renew before the expiry date the roundabout location becomes available again. Default plates will be displayed until a new sponsor takes the location.
10. The sign and the plates are the property of the Council.
11. Sponsors may not install their own signs or make any adjustments to them.
12. Contracts may be terminated in writing (email) no later than 1 month in advance of the stop date. No refunds will be given if the contract is terminated by the sponsor. If the Council terminate the contract the remaining months sponsorship fee will be refunded.
13. The Council is responsible for the removal of any signs which will be carried out by their approved service provider.
14. All signs on the roundabout will display the same design as approved by the Council with the sponsor.

