



BAYLIGHT 2025

Sponsor Prospectus



Morecambe
Sparkle CIC

BAYLIGHTMORECAMBE.CO.UK



” WHAT TRADERS SAY

Town was very busy and boosted trade with visitors shopping during the day before and after the event

Introducing you to a terrific opportunity to be part of Morecambe's favourite winter event. Baylight '25 will be illuminating the seafront area on

21st – 22nd February 2025.

The dazzling light extravaganza will be back for its third year with a captivating trail of light art installations and the return of our super-popular parade. Once again it will be a mesmerising celebration of light, art and, for some, memories. Baylight '25 will have:

- A stunning light trail that transforms the promenade into a vibrant canvas of colours, enchanting visitors with intriguing displays
- The Baylight Parade of performers including Morecambe's communities along Marine Road Central in front of the crowds waiting to see the event
- More participation from local artists, performers and communities
- A wide range of food and drink stalls catering to a variety of tastes
- The popular evening fairground – big wheel and rides for small children
- Morecambe's shops, cafes, pubs and restaurants staying open till late with visitors spending more time before and after seeing the event

For more information contact
hello@morecambesparkle.org

#SUPPORTBAYLIGHT25

Audience Reach

Baylight '24 attracted more than 28,000 attendees, bringing a vibrant atmosphere to Morecambe during the winter season.

Our social media presence has grown by 30% each year, reaching a potential audience of over 200,000 individuals across various platforms.

The Festival has generated substantial media coverage, with features in local and regional newspapers, TV and radio broadcasts, and digital outlets.

What's in it for you?

By becoming a sponsor of Baylight, you will:

Gain Visibility:

Your brand will be prominently displayed and acknowledged, granting you exposure to a diverse and engaged audience.

Community Engagement:

Support a beloved local event that fosters community cohesion, strengthens the local economy, and enhances the quality of life for residents.

Corporate Responsibility:

Showcase your commitment to social and environmental responsibility by contributing to a sustainable and eco-friendly festival.

Networking Opportunities:

Connect with other like-minded businesses and individuals who share your passion for culture and creativity at our VIP event.

” WHAT PEOPLE SAY

The event was amazing for the town and it's a testament to how Morecambe people will come together for events, it's a fabulous town!"

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Our Achievements

Loved by visitors

- **96%** of visitors interviewed rated Baylight '24 positively, as either **'very good'** or **'good'**
- **95%** said they would like to come to another, similar event in Morecambe in future and **94%** would also recommend the event to others

A superb return on investment

- **With an average spend per person of over £16, hundreds of thousands of pounds were spent in Morecambe at both Baylights**
- **The total economic impact of Baylight '24 is estimated at £905,075, 11% up on 2023**
- **For every £1 of grant invested in the events, over £3 was generated for the local economy**

Supporting local businesses

- **63%** of Morecambe businesses surveyed saw an increase in turnover
- **75%** rated the event as **'excellent'**
- **49%** of the total Baylight '24 budget was spent with Lancashire businesses

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Sponsorship Packages

Baylight Headline Sponsor

£25,000

- Directly support the production of the Baylight '25 event
- Baylight '25 is presented in association with (your company name) headline status on website and marketing materials
- Ready-made social media content (photo/video), branded with your company logo, and created by us for your own company use
- Headline feature on Sponsors page of website
- Invite and speaker spot at VIP launch night with 3 guests
- Top line acknowledgement in Press Release announcing partnership
- Opportunity to have marquee pitch at the event in a prime location adjacent to the central information point
- Logo on marketing campaigns
- Your logo in headline position projected on site during the event

Baylight Parade Sponsor - Saturday 22nd Feb

£7,000

- Directly support local artists and community groups participating in the hugely popular parade
- The Baylight Parade is kindly sponsored by (your company name) on both printed and online event guides
- Banner presence at the head of the parade on Saturday 22nd February
- Ready-made social media content (photo/video), created by us, featuring your sponsorship of the parade, and branded with your company logo for your own company use
- Feature on Sponsors page of Baylight website
- Name checked on social media posts featuring the parade
- 3 x invites to VIP Launch Night

Baylight Artwork Sponsor

£2,500 - £7,500

- Directly support one of the art installation pieces on display at the event
- In printed and online event guides it will state that the name of artwork is kindly supported by (your company name)
- Ready-made social media content (photo/video), created by us, featuring your sponsored artwork and branded with your company logo for your own company use
- Company name and logo on Sponsors page of Baylight website
- 3 x invites to VIP Launch Night
- Illuminated logo projected on site during the event
- Logo on event signage associated with your sponsored artwork
- Set of I'm Backing Baylight vinyls for your premises and vehicles
- Name checked on social media posts featuring your sponsored piece

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Baylight Community Programme Sponsor

£2,500

- Support the popular children's projection design competition
- Support the workshop activities in the community programme
- The Baylight Community Programme is kindly sponsored by (your company name) on both printed and online event guides
- Ready-made social media content (photo/video), created by us, featuring your sponsorship of the community programme and branded with your company logo for your own company use
- Your company brand on information sheets (once support is agreed) circulated to local schools, and on all workshop instructional materials
- Illuminated logo projected on site during the event
- Set of I'm Backing Baylight vinyls for your premises and vehicles
- Name checked on social media posts featuring the community programme
- Company name and logo on Sponsors page of Baylight website
- 2 x invites tickets to VIP Launch Night

I'm Backing Baylight Supporter

£100

- Set of I'm Backing Baylight vinyls for your premises and vehicles
- Company name and logo on Sponsors page of Baylight website

Invest in your local community. Join us in making Morecambe Promenade shine even brighter this February. Your sponsorship not only supports a remarkable event but also strengthens the bonds within our community.

Warm regards,

Siân Johnson

Chair of the Board



WHAT PEOPLE SAY



Fantastic wonderful event which enabled us to be part of a wider town-wide event

A sponsor attribution stand at Baylight 24

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Sky Tracer & Colour Flow

Luminism

A series of colourful LED lights along the roofline of the Midland Hotel, creating a stunning, flowing effect. With two bold searchlights beaming into the sky, designed to catch the eye and bring extra excitement to the event.



Interactive Stepping Stones

Luminism

We're adding a fun twist with interactive stepping stones! Each step lights up and makes a sound, inviting visitors to play along. To make it even better, we'll add a splash of colourful light across the whole area, creating a vibrant, playful atmosphere for everyone to enjoy.



Luminosi Trees

Local Artist - Dan Fox

A stunning light and sound installation with towering, six-metre "light trees" that respond to soothing music inspired by the Fibonacci sequence. The LED lights flow in real-time with the music, creating endless, colourful patterns that never repeat, offering a peaceful, absorbing experience.



Rainbow Flow

Luminism

Bright, colourful batons line one side of the path, pulsing with rainbow lights in a wave-like motion that guides visitors along. This flowing effect mirrors the bay's natural rhythm, creating an immersive experience that celebrates the beauty and energy of light and water.



Bubble Tubes

Luminism

Our giant interactive bubble towers are perfect for families. This set of six bubble tubes lets visitors control the colours with a light-up panel, creating endless combinations. Fun, hands-on, and a bright highlight along the trail.



Moby Dick

Local Artist - Richard Ryan

A full-size 2D recreation of Morecambe's legendary "Moby Dick", a ship which tragically burned in 1970. Originally built as the schooner "Ryelands", it starred in the film "Treasure Island", where Robert Newton coined the famous pirate saying, "Arr, Jim lad!" This loving tribute brings the iconic ship back to life near its original mooring spot.



Reflections of Morecambe

Luminism

Local legend has it that the Disco Ball was invented in Morecambe in the 1920s! This installation plays with that memory and honours the historic Winter Gardens, Morecambe's beloved dancehall. A stunning mirrorball, inspired by the original "Kaleidoscopic Globe" sits proudly on the balcony, reflecting beams of light that dance across the facade in a magical display.



Biolumminate

Local Artist - Mortlock Arts

Biolumminate is a multimedia hydroponic light installation that collaborates with local communities to grow edible plants. 70% of the plants are donated to food banks and participants, while the remaining 30% are used in the installation itself, creating a sustainable cycle.



Baylight Parade

Local participants

Watch the hugely popular parade weaving its way along Marine Road Central to the sound of local groups including Baybeat and Samba Espirito.



Kinetic Light

Luminism

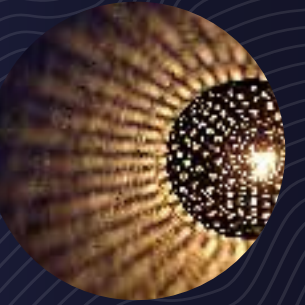
In the centre of the semi-circular lawn, a stunning new light sculpture will take the spotlight. This large, twisting piece creates a feeling of constant motion, with brightly coloured blades that stand out against surrounding lights. It's a mesmerising, ever-evolving display and the perfect centrepiece to captivate visitors.



Chainballs

Local Artist - Pangus

Local artist Paul Angus returns with his evolving Chainballs, but bigger and brighter for 25. These unique sculptures turn recycled materials into striking orbs of light in different sizes. Inspired by themes of shadow and strength, each orb glows from within, creating captivating light patterns and textures that invite visitors to pause, look closer, and reflect.



Baylight Community

Local participants

Our Community Programme invites everyone to get involved in creating light art for the big parade. Through hands-on workshops, participants can work with local artists, learn new skills and craft pieces to show off in the parade. It's a great way to celebrate Morecambe's creativity and support local talent while lighting up the town together.



Rubix

Luminism

This eye-catching installation is a 3.5m tall structure made of 140 light tubes, designed to look like a 3D Rubik's Cube. It runs hypnotic patterns and textures across every angle, creating a striking visual that's perfect for drawing people in and making them pause to enjoy the show.



Journey to the Centre of the Kingdom

Local Artist - Shane Johnstone

To celebrate Morecambe Bay as the geographical centre of the UK, we're creating an illuminated labyrinth. Unlike a maze, it's a winding path that leads to the centre and back, perfect for a reflective journey. At the heart a Vegas-inspired arch will welcome visitors with a flashing "BINGO" sign, and the exact grid reference - a glitzy, fun tribute.



Subject to final confirmation.

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