

# #ScotlandLovesLocal - Sponsorship Opportunity



**STP** | SCOTLAND'S  
TOWNS  
PARTNERSHIP



# Scotland Loves Local: Campaign Briefing



## Opportunity

Scotland Loves Local is a campaign that seeks to build pride in Scotland, in all its diversity and support for local towns and high streets all over the country.

You have the opportunity to align your brand with one of the most significant and universally welcomed integrated campaigns that will further cement its Scotland credentials.

This briefing sets out what we're doing, and the impact we are making.



## Making a difference

The power of shopping local and supporting local businesses is remarkable - and the Scotland Loves Local campaign is harnessing this to support the nation's response and recovery from the Covid-19 pandemic.

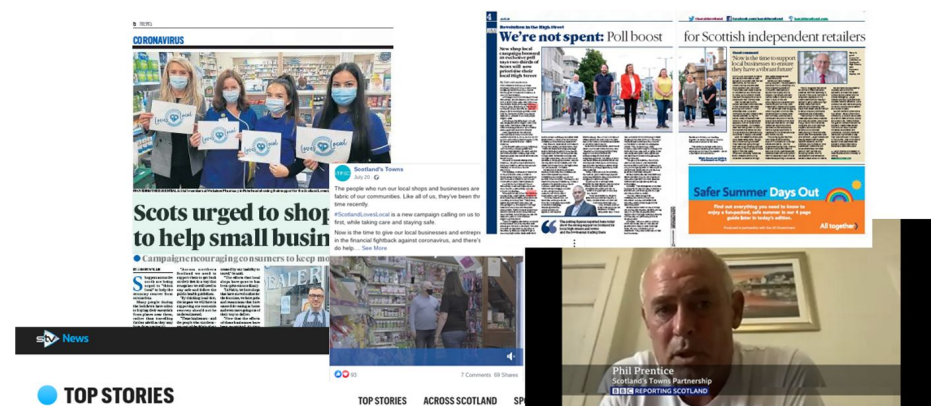
The Scotland Loves Local campaign launched in July. The purpose of the campaign, delivered by STP and supported by a range of partners including the Scottish Government, seeks to reach as many people as possible across the country with one very simple message: think local first - to support their town centres in the spirit of solidarity seen during the worst of the lockdown period.

As we move towards Christmas, this could be a major driver of supporting local economies - with the campaign offering great potential for our partners, not only via the [www.lovelocal.scot](http://www.lovelocal.scot) website, but through our wider media and engagement work.



## Impact

The Scotland Loves Local campaign has been tremendously well received by communities, the media and politicians, with people embracing and sharing the message.



### Scots urged to shop locally to fuel pandemic recovery

Scotland Loves Local campaign urges public to safely support traders in their communities.

In the media, there have been in excess of 200 items of print and online coverage, with broadcast pieces via STV, BBC Scotland, the Bauer radio network and many others. This has given excellent exposure to both the campaign and its supporters - striking a chord which has seen people respond to the call to action to take care and, wherever possible, think local first. These are steps that will make a significant impact not just now, but in creating firmer foundations for a fairer, greener, healthier and stronger Scotland for the future.

We have also reached hundreds of thousands of people via social media and have strategic advertising and sponsored content partnerships with Newsquest, DC Thomson, STV, ITV Borders and Bauer.



## #HighStreetHeroes

As part of the campaign we will be celebrating Scotland's High Street Heroes - the people, businesses and organisations which have gone above and beyond to help our communities through the challenges caused by Covid-19.

We have received in the region of 1,200 nominations - from every region of Scotland - for our High Street Heroes Awards and will be highlighting their remarkable achievements throughout November.



# Scotland Loves Local: Campaign Sponsorship Pack



## About Scotland Loves Local

The Scotland Loves Local campaign is a national initiative designed to encourage all those in Scotland to 'think local first' and support their local town centres safely, in line with public health guidelines. Work is being spearheaded by Scotland's Towns Partnership, the organisation charged with championing the nation's town centres and high streets.

The outbreak of coronavirus has caused significant challenges for our town centres, high streets and local businesses. Many have lost out on vital trade because they had to close to keep us safe. Despite this, great numbers have gone to enormous lengths to support the most vulnerable people in our communities.

As we navigate the various stages of the pandemic, it is vital we support them to get back on their feet. However, we know coronavirus is still a significant risk and so it is important that people continue to follow the Scottish Government's FACTS guidance.



Scotland's towns are a gateway to our past. They are a rich tapestry of history and our journey to becoming the society and nation we are now.

But our town centres and high streets aren't just a series of buildings, pavements and streets. The people who run local businesses are our brothers and sisters, our friends, our aunts and uncles and our neighbours. Whether it's for our groceries, catching up with old friends or offering a lovely coffee close to home, our town centres have always been there for us.

Our small businesses, whether a pub, cafe, tailor, butcher or a grocery shop, are the lifeblood of the Scottish economy. They create the jobs and prosperity to maintain our way of life. Now is the time to support them to get back on their feet. Now is the time to be there for them. This isn't just about keeping shop units occupied, it's about supporting the very fabric of our society and community. Now is the time to think local first.

## Why we need your support, and what Scotland Loves Local can do for you

The initial phases of the Scotland Loves Local campaign have been supported and funded by the Scottish Government as one of the core campaign partners. Our ambition is to reach as many people in Scotland as possible through television, print, radio, digital and social media. At the moment, we have sufficient funding to run the campaign until mid-November.

However, we know that Scotland's town centres, and the small businesses that occupy them, need our help beyond that. As such, we have an ambitious target of trying to secure sufficient income to continue the campaign until Christmas Day 2020, as we know that the busy winter and festive period is vital to the success of local high streets. We are seeking campaign partners to help us fund the remainder of the campaign who have an interest in supporting Scotland's communities.

If your business or organisation is seeking partnership opportunities, this campaign presents an ideal opportunity to support an initiative which reaches the very fabric of community life.

Your brand will benefit from being directly aligned with one of the most important public awareness campaigns in Scotland in a generation - one that will directly help people.

Be part of it. Help our town centres back on their feet.



## About Scotland's Towns Partnership

Scotland's Towns Partnership is Scotland's national towns' collective; representing and promoting the diversity of our towns and places, and supporting those organisations and groups that have an interest in or ownership of them.

Our role is to act as a hub for relevant news & resources, knowledge and good practice; to support learning and community through our events; to influence and share policies that impact towns; and to raise the profile of Scottish towns which we do principally through our campaigns and competitions.

Scotland's Towns Partnership is also responsible for Scotland's Improvement Districts, which foster the development and continued success of Business Improvement Districts across Scotland.

We are proud to champion Scotland Loves Local.

## Love Local sponsorship package

A £7,500 contribution to support our campaign, secures the following recognition across our campaign leading up to Christmas.

Alignment with a community-inspired Scottish Government-supported campaign to support communities across Scotland.

Logo on front page of the website for the duration of the campaign.

Logo on major campaign collateral, including social media cards, print and digital ad banners.

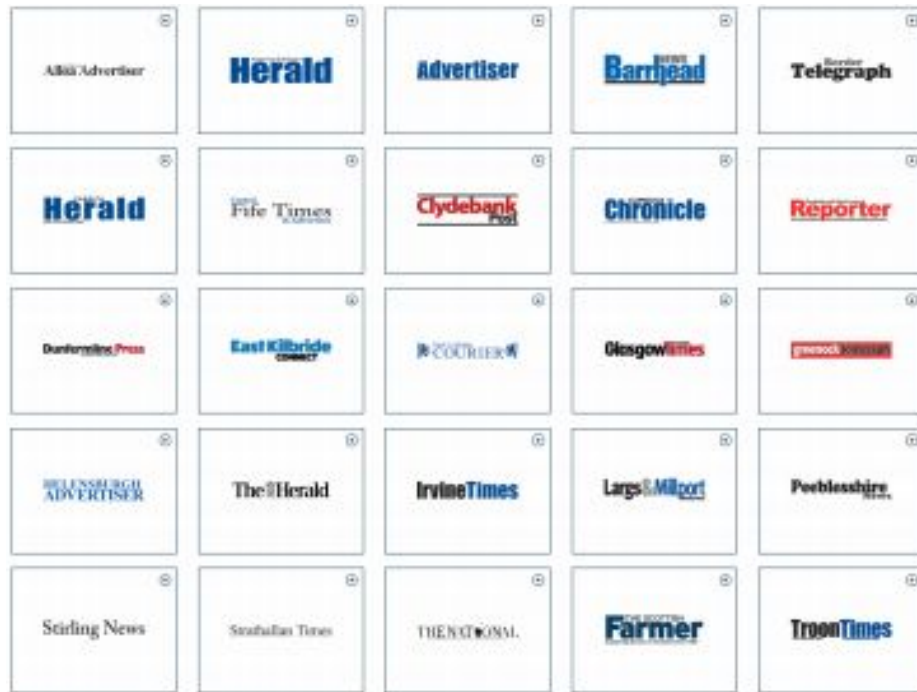
Name and logo referenced in sponsored content across DC Thomson and Newsquest.

Corporate communications package to promote involvement including:

- sponsored posts from STP (4 weeks)
- bespoke video content
- sponsor graphic series to run periodically for whole campaign
- full feature piece (first person piece and Q&A) on Scotland Loves Local website
- news release
- advertising space in special edition Scotland Loves Local supplement for Scottish media
- campaign newsletter section
- active support for and endorsement of internal communications initiatives

**#ScotlandLovesLocal**

## Impact for your organisation



**6m** visitors a month  
online

**750k** print readers



## Unrivalled reach

across Scotland with STV micro regions

STV West  
2,022,000 (50%)

STV East  
971,000 (24%)

STV Aberdeen  
695,000 (17%)

STV Dundee  
341,000 (9%)






## Impact for your organisation

NEWS

## CORONAVIRUS



### Scots urged to shop to help small business

**Campaign encouraging consumers to keep money in local economy**

Across Scotland, we need to support our local shops and businesses to get back on their feet. It's time to help the money economy flow again. By clicking local links, the shops we visit have a good chance of staying open and thriving. Many people during the lockdown have been buying their groceries from places near them, rather than travelling further afield as they may have done previously.

“Across Scotland, we need to support our local shops and businesses to get back on their feet. It's time to help the money economy flow again. By clicking local links, the shops we visit have a good chance of staying open and thriving. Many people during the lockdown have been buying their groceries from places near them, rather than travelling further afield as they may have done previously.”

“The shops we visit have a good chance of staying open and thriving. Many people during the lockdown have been buying their groceries from places near them, rather than travelling further afield as they may have done previously.”

“The shops we visit have a good chance of staying open and thriving. Many people during the lockdown have been buying their groceries from places near them, rather than travelling further afield as they may have done previously.”

4

Revolution in the High Street

## We're not spent: Poll boost

New shops local campaign boosted as our latest poll says a two-thirds of Scots will soon prioritise their local High Street

By David Macdonald

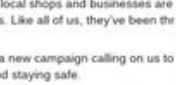
THE SCOTLAND LOVES LOCAL campaign has been boosted by a new poll which shows that two-thirds of Scots will soon prioritise their local High Street. The poll, conducted by YouGov for the campaign, found that 67% of respondents said they would visit their local shops more often in the future. This is a significant increase from the 55% who said they would in a previous poll. The campaign is a partnership between the Scottish Government and local businesses, aimed at encouraging people to support their local economy. The poll results show that people are becoming more aware of the importance of their local shops and businesses, and are taking steps to support them. This is a positive sign for the campaign, and for the local economy as a whole.

Scotland's Towns Partnership July 20 - G

The people who run our local shops and businesses are fabric of our communities. Like all of us, they've been through the time recently.

#ScotlandLovesLocal is a new campaign calling on us to first, while taking care and staying safe.

Now is the time to give our local businesses and entrepreneurs in the financial fightback against coronavirus, and there's do help... See More



The poll shows reported here that the strong support for Scotland's local High Streets and communities is the foundation for the future.

for Scottish independent retailers

Now is the time to support local businesses to ensure they have a vibrant future

By David Macdonald


THE SCOTLAND LOVES LOCAL campaign has been boosted by a new poll which shows that two-thirds of Scots will soon prioritise their local High Street. The poll, conducted by YouGov for the campaign, found that 67% of respondents said they would visit their local shops more often in the future. This is a significant increase from the 55% who said they would in a previous poll. The campaign is a partnership between the Scottish Government and local businesses, aimed at encouraging people to support their local economy. The poll results show that people are becoming more aware of the importance of their local shops and businesses, and are taking steps to support them. This is a positive sign for the campaign, and for the local economy as a whole.

## Safer Summer Days Out

Find out everything you need to know to enjoy a fun-packed, safe summer in our 4 page guide later in today's edition.

Produced in partnership with the UK Government

All together



Phil Prentice  
Scotland's Towns Partnership

REPORTING SCOTLAND

TOP STORIES ACROSS SCOTLAND SP

## Scots urged to shop locally to fuel pandemic recovery

Scotland Loves Local campaign urges public to safely support traders in their communities.