

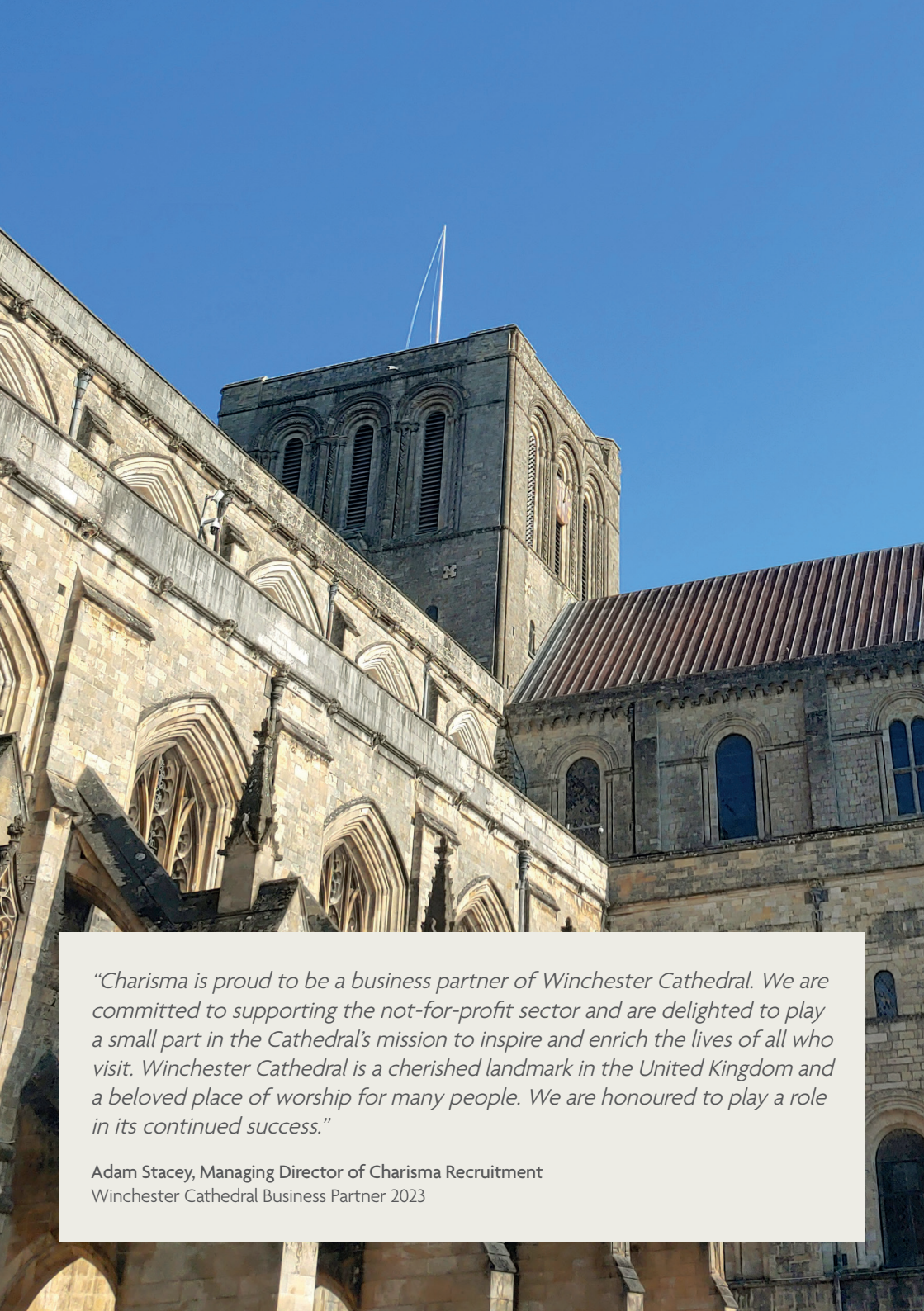


WINCHESTER  
CATHEDRAL

# Business Partnerships







At the heart of Hampshire, Winchester Cathedral draws visitors to the city and region each year, benefitting local businesses and supporting the economy. Launched in 2023, the Partnership Programme is a community of energetic businesses, from a variety of sectors. Support from these partners helps the cathedral meet the areas of greatest need to ensure that communities within the city and regionally can come together for worship, culture, learning, and entertainment.



## Why become a business partner?



300,000  
annual visitors



2,000  
events and services  
take place annually



9,000  
students and  
their families  
attend cathedral  
graduation services



4,000  
young people  
visited from schools  
and uniformed  
groups



1,000  
staff and volunteers  
keep us open 365  
days of the year



75,000  
followers across  
social media  
platforms

*“Charisma is proud to be a business partner of Winchester Cathedral. We are committed to supporting the not-for-profit sector and are delighted to play a small part in the Cathedral’s mission to inspire and enrich the lives of all who visit. Winchester Cathedral is a cherished landmark in the United Kingdom and a beloved place of worship for many people. We are honoured to play a role in its continued success.”*

Adam Stacey, Managing Director of Charisma Recruitment  
Winchester Cathedral Business Partner 2023





Introducing Clare  
Winchester Cathedral  
Corporate Partnership Manager

Partnership begins with an introduction. I will take you on a tour of the cathedral and the estate. This is an opportunity for me to learn more about your business, your team, and your customers, and how we could work together to raise the profile of your business.



*"Stagecoach were thrilled at the chance to work with the Cathedral as travel partner. Winchester Cathedral has so many events throughout the year that appeal to a wide audience it made sense to link up and promote the destination to our passengers."*

*"Clare and the team have been so helpful when we've been organising our promotional filming within the Cathedral and the Christmas market. They helped to make the process so easy. It was great to have them with us as we filmed and as a contact leading up to the filming dates too. Thank you!"*

Stagecoach South,  
Winchester Cathedral Partner 2023



In December, the business partners and their special guests were invited by Very Rev. Dean Catherine to the deanery for a drinks reception prior to taking their reserved seats at the carol service. It was wonderful to personally thank our partners for their support and provide a VIP experience.

*"A huge thank you for inviting us all last night to the reception and carol service. The choir was extraordinary, and the music and service truly reflected the beauty and wonder of the season."*

The University of Winchester





# Partnership benefits

Recognising that each business is unique, and of varying scale, we can tailor your partnership agreement to best suit your business. These are some of the benefits Winchester Cathedral partners currently receive.

## Partnership announcement in the following locations:

- Welcome desk, box office, and exit screens, inside the cathedral.
- Cathedral Cafe and Gift Shop screen.
- Winchester Cathedral News webpage including your logo linked to your website, company biography and your welcome statement.
- Winchester Cathedral e-newsletter including your logo linked to your website.
- Winchester Cathedral community newsletter.
- Winchester Cathedral LinkedIn.

## Your logo displayed throughout the day everyday here:

- Welcome desk, box office, and exit screens, inside the cathedral.
- Cathedral Cafe and Gift Shop screen.
- Business Partners webpage linked to your website.
- Acknowledgement on supporters webpage.

## Annual admission tickets:

For your team or clients Cathedral admission includes access to the Kings and Scribes exhibition, the crypt, the treasury, and a chance to view some art installations and exhibitions throughout the year.

## Other benefits include:

- A personalized team tour of the cathedral led by one of our expert volunteer guides.
- Invitation to ticket only events, talks, B2B networking and special services.
- Arrangement of specialist tours, and behind the scenes group experiences.
- Discretionary room hire of the Paul Woodhouse suite or Wessex Centre.
- The opportunity to work creatively through curated experiences, employee volunteer days, promotional filming, sponsorship, and hospitality.
- Regular communication of our partnership in all our communication channels.
- Provision of images for your marketing purposes.
- Priority offer of sponsorship opportunities.

## Cost of Business Partnership £3,000 plus VAT

To ensure high visibility and meaningful engagement, we only announce one partner in a month, and our partners come from a wide range of business sectors.



*"Dear Clare, thank you so much for arranging our team Tower Tour yesterday afternoon. We all thoroughly enjoyed it and will certainly be recommending it to our clients, friends, and families. Matt and Tony (guides) were so knowledgeable, we learnt a great deal from them, and it was wonderful looking down over Winchester as the light faded and the lights of the city came on. A real treat."*

Carter Jonas, Estate Agents  
Winchester Cathedral Partner 2023







## Event sponsorship

As a sponsor, your business will engage with all participants, be profiled on related social media posts and seen by e-newsletter readers and event webpage users where tickets are booked. During the Festival of the Moon event, the cathedral averaged over a thousand visitors daily in addition to hundreds who attended associated events and family workshops. By registering your interest early, we ensure your brand is included in all elements of the marketing campaign including on-site signage, print and press releases.



*"It was a delight to join colleagues of Paris Smith LLP and entertain guests at the Festival of the Moon at Winchester Cathedral. A stunning setting with a magnificent model of the moon suspended above the nave. It is just one of the benefits of being a business partner of the Cathedral. A relationship that aligns perfectly with the purpose of Paris Smith and creates win win outcomes."*

Peter Taylor, Senior Partner at Paris Smith LLP







## Unique entertaining spaces

As a partner you receive preferential rates for hire of our beautiful and unique spaces. We provide dedicated support and oversight for your event planning to ensure smooth delivery and a great experience for your guests.

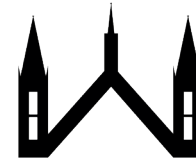
Thank you to our current Business Partners



**Brewin  
Dolphin**

FINANCIAL ADVICE AND INVESTING

*Avery Collection*  
**Winchester Heights**  
CARE HOME



**THE WINCHESTER**  
HOTEL & SPA

**Carter Jonas**

*Exclusive UK affiliate of*

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE



**South Western  
Railway**



**Paris Smith**  
LEGAL EXCELLENCE

**HOWDEN**

**SOUTHERN  
SOLUTIONS**  
IT SUPPORT YOU CAN TRUST

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#### Keep in touch

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Charity number 1202915

@WinchesterCathedral2024

All information and prices correct as of June 2024  
and may be subject to change



Scan the QR code  
for more information