



Potential Sponsorship from Lotty's Flowers

Since planning the setting up of the community bus service, we have advertised for sponsorship from local businesses.

On 9th April 2024 we were approached by Michelle Feline of Lotty's Flowers who are very supportive of the community bus idea and are keen to sponsor the service.

Faversham Hopper annual operating costs

Having now operated for over a month we are confident that the annual cost of running the service is just over £30,000 factoring in the lease of the vehicle (£25,000), fuel (just over £5,000 based on £100 per week), and additional costs such as equipment and ongoing volunteer driver training).

I have researched sponsorship packages that other community bus operators offer.

Other Community Transport Operators

I contacted UDCP Ltd (trading as Little White Bus), based in Yorkshire. They offer sponsorship of a single vehicle (they currently have two) and charge £2000 a year plus costs associated with the production and fitting of the decals). They also pointed out that advertising on the rear of the vehicle would be popular as cars following the bus in traffic would have time to take in the advertising.



A vehicle showing side advertising from Little White Bus operation.

Bourne Bus, based in West Sussex offers sponsors to have their logo added to their vehicle for an annual fee of £1000. A further operator, People to Places, based in Berkshire offers an annual package to advertise on the rear of a vehicle at £1500 in the first year and £1300 in year two.

Recommended proposal to Lotty's Flowers

Our current livery design on the Faversham Hopper vehicle does allow for advertising space on the sides and potentially the rear.

On 10th May 2024, I had a meeting with Michelle of Lotty's Flowers to discuss potential ideas. Having shown her the space on the vehicle, she is keen to advertise on both sides of the vehicle (option 1) and the rear (option 3) with exclusivity for Lotty's Flowers.



Option 1 and Option 2 advertising space on the sides



Option 3 showing potential advertising space on the rear. Note we could add a smaller Faversham Hopper logo just under the back window.

Recommendation:

To provide advertising space for Lotty's Flowers on both sides (option 1) and the rear (option 3) at a cost of £2000 per annum with Lotty's Flowers to incur the initial costs of decal production and fitting.

RG 10.05.24