



Castle House  
Barracks Road  
Newcastle-under-Lyme  
Staffordshire  
ST5 1BL

Dear Partner

We are writing to you to let you know about an exciting opportunity in Newcastle-under-Lyme in the coming year, which you may be interested in understanding and participating in alongside the Borough Council.

Next year, 2023, is a momentous milestone in the history of our Loyal and Ancient Borough as we celebrate the 850<sup>th</sup> anniversary of the Borough receiving its Royal Charter.

The Borough of Newcastle-under-Lyme rose in prominence in 1173 when King Henry II granted the town its first Royal Charter.

The Royal Charter gave special rights and freedoms to Borough residents that went on to help shape the borough as we know it. Perhaps most notably this included the right to hold an outdoor market, a long-held tradition that is still an important aspect of the town's vitality and success.

The Borough is, of course, steeped in history. Did you know that Newcastle-under-Lyme is named after a new castle, which was built around 1145 by the Normans, close to the Lyme Forest?

Newcastle's location, in the heart of the country, meant that it was an important coaching town and the centre of major ironworking, felt hat-making and clay pipe production industries.

It was also the birthplace of many notable individuals, including Philip Astley, widely acknowledged as the 'father of the modern circus'; author, nurse and feminist Vera Brittain, who wrote the celebrated "A Testament of Youth" in response to her experiences during the First World War, and Sir Joseph Cook who worked in local coalmines before emigrating to Australia where, in 1913, he became Prime Minister.

We are very proud of our Borough's long heritage and we are keen to celebrate it as part of the 850<sup>th</sup> anniversary next year.

To do this we are aiming to deliver a year-long programme of events and we would like to invite you to be part of the programme of activity.

Any support, by way of donation, sponsorship, in kind support or simply helping raising awareness, would be very welcome to help us celebrate our 850<sup>th</sup> anniversary.

We would be really grateful if you could consider making a contribution. It's a 'once-in-a-lifetime' opportunity to bring our communities together in celebration of our history and it's also a chance to give the local economy a real boost and create a lasting legacy for the Borough.

Yours sincerely

**Simon Tagg**  
Council Leader

**Simon White**  
Deputy Mayor & Heritage Champion

## **Sponsorship packages**

### **Bronze (up to £500)**

Logo included on website and sponsor board

Social media thank you

2 complimentary tickets to an 850<sup>th</sup> anniversary event at Brampton Museum

A tree planted in the name of your business

Exclusive use of the 850 branding during 2023 and accompanying marketing pack

### **Silver (up to £1,000)**

All of the above plus

10 complimentary tickets to an 850 event at Brampton Museum

A free advert in the celebratory literature

### **Gold (up to £5,000)**

All of the above

A complimentary table at the Mayor's 850 ball for your company

20 complimentary tickets to an 850<sup>th</sup> anniversary event at Brampton Museum

Listed as an official partner rather than sponsor with your logo on the anniversary letterhead

Your business' logo and contribution acknowledged on a permanent display board in the borough

### **Diamond (over £5,000)**

All of the above

Your name on one of the keynote events being held during the summer of 2023

### **In-kind packages**

We know times are tough and not every business can donate money, so support in-kind can be just as welcome.

Whether your business is catering, marketing, retail, or if you just have a dedicated team of staff who could volunteer their time for a day, there will be a way you can get involved and support this celebration.

Please contact Simon McEneny, Executive Director – Growth & Development, for more details or to discuss how you and/or your company can be a part of this very special celebration:

[simon.mceneny@newcastle-staffs.gov.uk](mailto:simon.mceneny@newcastle-staffs.gov.uk)