



Event Organisers / Promotion Agency Pack

This pack is aimed at events organisers or promotion agencies looking to promote their events in Derby.

Love Derby has been around for over 11 years. It was started as a means of promoting the city to those who lived, worked and visited here, and it's still the reason we exist today, to help visitors find the best events the city has to offer.

We currently have around 100 partners in Derby and Derbyshire some of which regularly add events to Love Derby's What's On pages.

100% independent. This gives us the freedom to promote our city as and how we wish. We put money into Marketing and Advertising so you don't have to.

Currently boasting 110,000+ visitors to www.lovederby.com a year, an average of 3.2 pages and over 2 minutes spent per session.

We have 31,000 social media followers across Facebook, LinkedIn, Instagram and Twitter, this is one of the largest social media followings of any Derby focussed promotion agency.

Our 'What's on in Derby' Facebook Group totals 5.7k members.

Visitors looking for events account for a quarter of the total traffic for the site.

We rank top 4 and higher for keywords such as 'What's on in Derby', 'Things to do in Derby', 'Afternoon tea in Derby' and 'Sunday roasts in Derby'.

Email us at partners@lovederby.com to join or request more information.



If you are looking at promoting multiple events all year round or just one, we've got plenty of options to help you get the most coverage for your event.

Love Derby Partner

Having a Partner Profile on the Love Derby website, you can benefit from the 1,000's of visitors the site has each month. This includes as many images as you wish, contact information, description and a link to your website which can also help with local SEO.

Add Unlimited Events

Partners can add events to our What's on in Derby pages. This accounts for 25% of the total visits to Love Derby. All events feature in our What's on in Derby weekly email which is sent to 3,000 subscribers and has an open rate of 43.2%.

Add latest news and offers

If there's any special event news or offers, you can add them to www.lovederby.com to further promote your event. All news and offers are also shared across Love Derby's social media.

Add a single event

If you don't want to become a partner, or just have one event you'd like to promote we can add it to the site for you for a flat fee (Please see the next page)

Plenty of promotion opportunities

What's On Email Banner

Banner at the top of weekly email sent to 3,000 subscribers

Featured Event

Event is pushed to the top of What's On Page for multiples of 7 days.

Social Media Event Boost

Event is shared across all Facebook, Twitter and Instagram covering over 28,000 followers.

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Partnership fees 2022

Option	Fees*
Partner	£4.99 p/m or £50 p/a
Featured Partner	£24.99 p/m or £250 p/a
Social Partner	£27.99 p/m or £280 p/a
The Works Partner	£39.99 p/m or £400 p/a

*All monthly fees can be cancelled at anytime.
Yearly fees cancelled will run till its end date and
not renew. Fees can be paid via card, direct debit
or bank transfer.

Event advertising fees 2022

Option	Fees
Single event	£50
Weekly What's on Banner	1 week - £75 2 weeks - £140 3 weeks - £195
Social Media Event Boost	£120 for 7 days
Featured Event	£70 for 7 days

Case Study

Uncle Sam's American Circus came to Derby and
signed up for a Featured Event.

Event page visits over 5 days

532

Click rate though to website

24%

Gender breakdown

60% / 40%

Female

Male

Top 4 Age Breakdown

25-34 - 33%

45-54 - 14%

35-44 - 20%

18-24 - 11%

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