

# **Inspiring Derby 2010**

## ***Showcasing the great things in our city***

Monday 28 June – Sunday 4 July

### **Guidance for event organisers**

In 2010 we will be celebrating our 15<sup>th</sup> annual Derby City Partnership Week. The theme is '*Inspiring Derby – showcasing the great things in our city*' and we are asking you to help us get people to be inspired to find out more about Derby and to celebrate its people, places and all the work that is done to improve life in Derby...

The week gives local organisations, groups and communities a great opportunity to show off their activities, partnership projects and initiatives by putting on events or tours during a week that is well established and eagerly anticipated by local people.

Last year was incredibly successful but we want to beat the 100 events we had and that's where you come in. So join us and be part of making Inspiring Derby 2010 the best attended and the most inspirational week ever!

### **Criteria for events**

When confirming the events for our programme we will select those which:

- showcase excellence in Derby
- showcase partnership working in Derby
- increase knowledge of the achievements of Derby organisations and communities
- promote Derby to the people of Derby and increase their pride in the city
- are fun events which are no cost or low cost that bring people together positively to inspire and be inspired
- consult on Derby's priorities for 2011 and onwards

### **Partnership Principles**

We are asking all events to take our partnership principles into account:

- Make events accessible to all – consider disabled access/access information, British sign language interpreter, hearing loop system, providing Information in other formats
- Free and open - we encourage events to be free of charge, please let us know if you are looking to charge for your event and ask that you avoid invitation only events.
- Focus on sharing the spirit of partnership working by adding value - events should not be seen as profit making or to sell your business.
- Work to our common aim of improving life for people who live and work in Derby - your event should showcase activity that benefits Derby people and their well being.

### At your event

We are asking all event organisers to:

- **inform** your audience about the aims of Derby City Partnership and our shared vision for Derby. We have a standard text for this or, if you prefer, we can attend your event and present this information – please tell us which you prefer.
- **help** us use the week to consult people, including event organisers, on priorities for our next Sustainable Community Strategy from 2011-2014, we are still working on the details but ask for your support at your event
- **display** Derby City Partnership publicity at your event on the day including a giveaway leaflet/booklet which will be designed to inspire people about Derby

### Publicity

We will publicise your event, both in our programme and in a wraparound in the Derby Express. **Apart from this you are responsible for your own publicity.** When producing your own publicity material you will need to:

- let us see drafts of your publicity as soon as it is available
- use Derby City Partnership logos and straplines in any printed publicity and refer to your event being part of Derby City Partnership week in any printed publicity or media releases. Our branding guidelines and logo are available on request.
- send us copies of your final publicity material for our media pack

### Media information

We will compile a detailed media pack covering the whole of Derby City Partnership Week and meet Derby Evening Telegraph and Radio Derby, among other media, to promote the week as a whole. We cannot predict what event will interest them so we also advise you to issue your own press release.

### Photos

We can include a photo next to your event in the programme. If you have a photo you would like us to consider then email it to [laura@derbycitypartnership.co.uk](mailto:laura@derbycitypartnership.co.uk)

We would like to include photographs from your event on our website during the week. Please email [laura@derbycitypartnership.co.uk](mailto:laura@derbycitypartnership.co.uk) with any you would like included.

**If you have any further queries, please contact Lisa Stevenson 01332 255627 or email [lisa@derbycitypartnership.co.uk](mailto:lisa@derbycitypartnership.co.uk)**