

Deborah Deak

Marketing | Graphic Designer

Portfolio

Objective:

This campaign objective is to gain obtain advertising and sponsorship partners from local businesses in the Perth & Kinross area.

My Role:

My role in this campaign was to create:

- Live Active's Advertising Brochure:
infographics with company statistics
- Live Active's Website: *Visual Banners, and Advertising & Sponsorship page on the website with a link to the Advertising Brochure.*
- Print: *Posters, PVC Banners, Pop Up Banners*
- Live Active App: *article & push notifications*

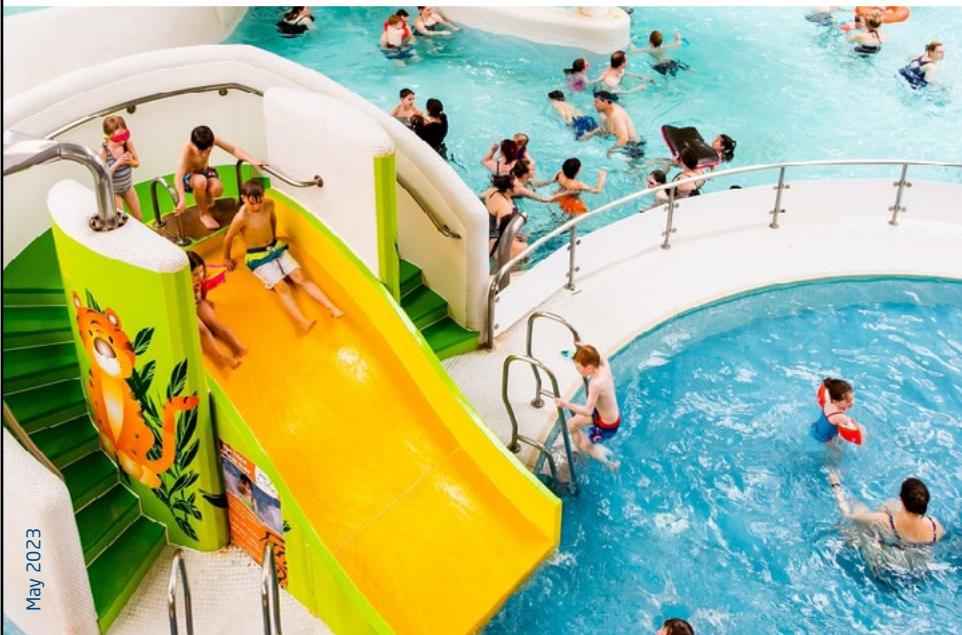
Live Active Leisure Corporate Advertising Campaign



[Click Here to Visit the Webpage](#)

Live Active Leisure **CORPORATE PARTNERSHIP OPPORTUNITIES**

live active



Live Active Leisure
Corporate Advertising Brochure

FACTS & FIGURES

Live Active Leisure is Perthshire's largest and longest serving leisure and fitness provider.

In 2022-23 over 1 million customers were working out, introducing their children to sport, taking part in events, learning a new skill, meeting friends and family and embracing physical activity.

2 Corporate Partnership Opportunities



ANNUAL FOOTFALL *

Bell's Sport Centre

259,948

Dewars Centre

42,594

Perth Leisure Pool

361,434

Large cross section of the local population covering multiple demographics at each venue. (More information on demographics can be provided upon request.)

National and international events held at Dewars Centre and Bell's Sports Centre.

Visitors from throughout Scotland and beyond at Perth Leisure Pool.

**Average usage over a calendar year.*

WHAT CAN WE OFFER YOU?



4 Corporate Partnership Opportunities

MARKETING STATISTICS

DIGITAL ADVERTISING
showing on our screens
on average more than
200 TIMES PER DAY



INSTAGRAM & TWITTER

4404 FOLLOWERS



All stats are within a 30 day period

NEWSLETTER MAILING LIST



EMAIL REACH 9,000

within Perth & Kinross

TOTAL FACEBOOK FOLLOWING

31484 FOLLOWERS

295,067 REACH



68,464 WEBSITE VISITS



Bronze Package **£140**



Included in the Bronze Package:

- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Inclusion in the Live Active Rewards scheme



Corporate Partnership Opportunities 5

Silver Package £500



6 Corporate Partnership Opportunities

Included in the Silver Package

- Large advertising poster located in Bell's Sports Centre, Perth Leisure Pool or Live Active Loch Leven*
- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

* This package has limited availability. Upon enquiry we can provide a list of available locations.

Gold Package £600



Corporate Partnership Opportunities 7

Included in the Gold Package

- One advertising board at Bell's Sports Centre OR Dewars OR double-sided hanging banner in Perth Leisure Pool
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Free welcome session for all your staff members in your business and a free day pass
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

Platinum Package £895



8 Corporate Partnership Opportunities

Included in the Platinum Package

- One advertising board at Bell's Sports Centre or Dewars
- Double sided banner in Perth Leisure Pool
- One A4 Poster in a venue of your choice
- Digital Advert on screens located in Bell's Sports Centre
- Free Welcome session for all staff members in your business and a free day pass
- One Social Media partner post on Facebook and Twitter to introduce your business as a partner
- Listing on the Live Active Leisure Partner webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme
- 10% discount on Health & Safety training courses delivered by Live Active Leisure



Live Active have arranged some great advertising spaces for Springfield at their venues in Perth, Blairgowrie and Kinross. Their team are very easy to work with. Through these adverts we're reaching a wide audience and we're happy to be working with a strong organisation within the communities we are helping to build. //

Dale Ashelford
Springfield Properties

Corporate Partnership Opportunities 9



ADDITIONAL BENEFITS

- Optional access to special partnership membership promotions for Business employees.
- Option to promote discounts and offers for your business direct to Live Active staff using internal communications.
- Free optional entry to the Live Active Rewards package - **a hugely popular discount package open to over 5000 Live Active members see page 12 for more details.**

10 Corporate Partnership Opportunities

BE A SPONSOR: MAKE AN ACTIVE DIFFERENCE

Local businesses have a unique opportunity to support and be associated with programmes and events that make a real difference to the quality of life of the people of Perth & Kinross.

From our junior term time programme to swimming lessons to events, the sponsorship opportunities are endless. Talk to us today to see how we can help you promote your business within the local community, generate revenue and build both customer and business relationships.

" We are proud to work with Live Active to help promote our business effectively to a wide range of customers in Perth and Kinross! "

Praveen Kumar,
Tabla Indian Restaurant & The Indian Cook School



Corporate Partnership Opportunities 11

LIVE ACTIVE REWARDS

To give our members the best value for money, the Live Active Fitness Membership entitles them to a range of offers and discounts from business partners known as Live Active Rewards.

It's **FREE** to become a Rewards Business Partner and along with your offer on our website, you'll enjoy all of these amazing benefits:

Welcome post on social media

Welcome notification on our app

Chance to have up to £200 of vouchers bought in our monthly prize draw

Access to all Rewards offers with your very own Corporate Card

PLUS, inclusion in additional Live Active communications and competitions.

12 Corporate Partnership Opportunities



**CALL OUR EVENTS TEAM
TO BOOK YOUR NEXT EVENT
01738 454700**

DEWARS CENTRE

We may be better known as a sports and fitness provider, but did you know we also offer Conference and Events facilities in the heart of Perth City?

Here at Dewars Centre we know that the key to a successful business meeting or conference is great planning and stress free delegates.

For over 25 years we have been an integral part of Perthshire Conference and event marketplace and we pride ourselves on having built a reputation for quality, service and excellence.

We welcome meetings and conferences of all sizes and our modern, welcoming venue offers unrivalled flexibility with a choice of room set up and style. Whatever your needs may be, we are here to help. Catering is also available upon request.



LIVE ACTIVE PERKS

Would you like to reward your staff for all their hard work and effort?

This is why we launched Live Active Perks, rewarding team members is just as important as managing, motivating and monitoring performance. This could be a Christmas or Birthday gift or a general thank you gift.

Live Active Perks offers local businesses a range of different products at a special rate which can be used as an incentive for your employees.

Rewards can range from family swims to personal training to monthly memberships. Why not drop us an email to find out more and to see how we could help you.



“ I had been looking for a rewards scheme for my team for some time and I’m pleased to say I’ve found the perfect all-rounder with LAL Perks. ”

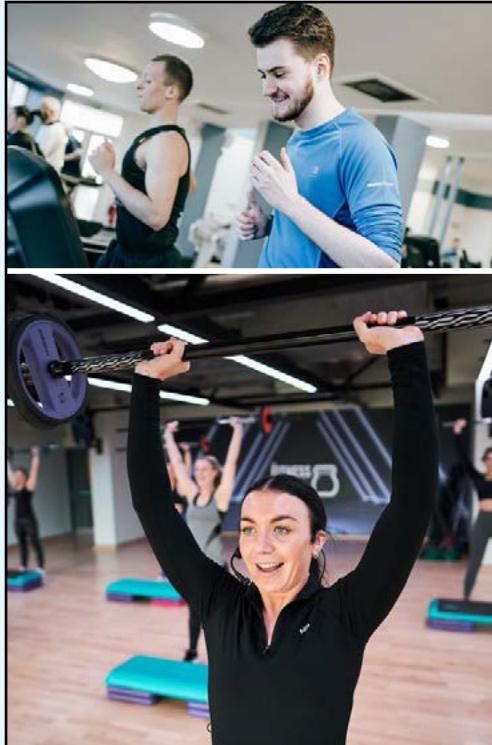
Nicola Martin
Red String Agency

IMPORTANT INFORMATION

- Advertising packages are 1 year contracts (*unless stated otherwise*).
- Adverts/Boards/Banners/Posters will be created and manufactured to the correct dimensions at the advertisers own cost. Details of recommended producers can be supplied upon request.
- Live Active are responsible for the cost of fittings of the advertising board, banner or poster during the contracts 1 year period.

For further information on any of the corporate advertising opportunities listed within this brochure contact:

Leah Murray
Marketing Co-ordinator
T: 01738 454653
E: LeahMurray@liveactive.co.uk



www.liveactive.co.uk

Caledonia House, Hay Street, Perth, PH1 5HS
T: 01738 454600 • E: leisure@liveactive.co.uk

Objective:

The Goal of this campaign was to increase brand awareness and sales in the month of January

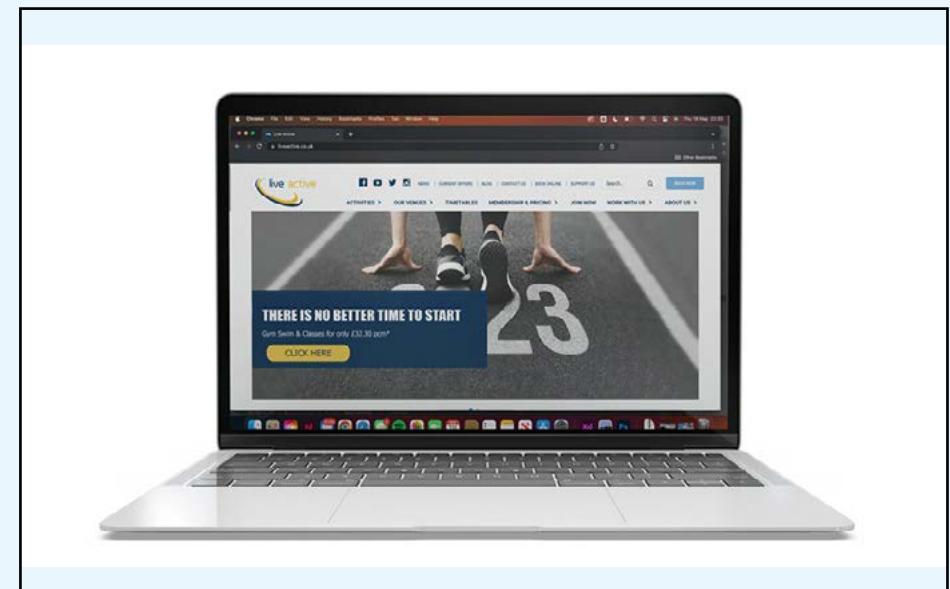
My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*



Live Active Leisure January Campaign



Objective:

The Goal of this campaign was to get current members to refer a friend with the incentive of a free £25 gift voucher when that friend joined, plus a free Health Suite voucher for Perth Leisure Pool and a free fitness plan.

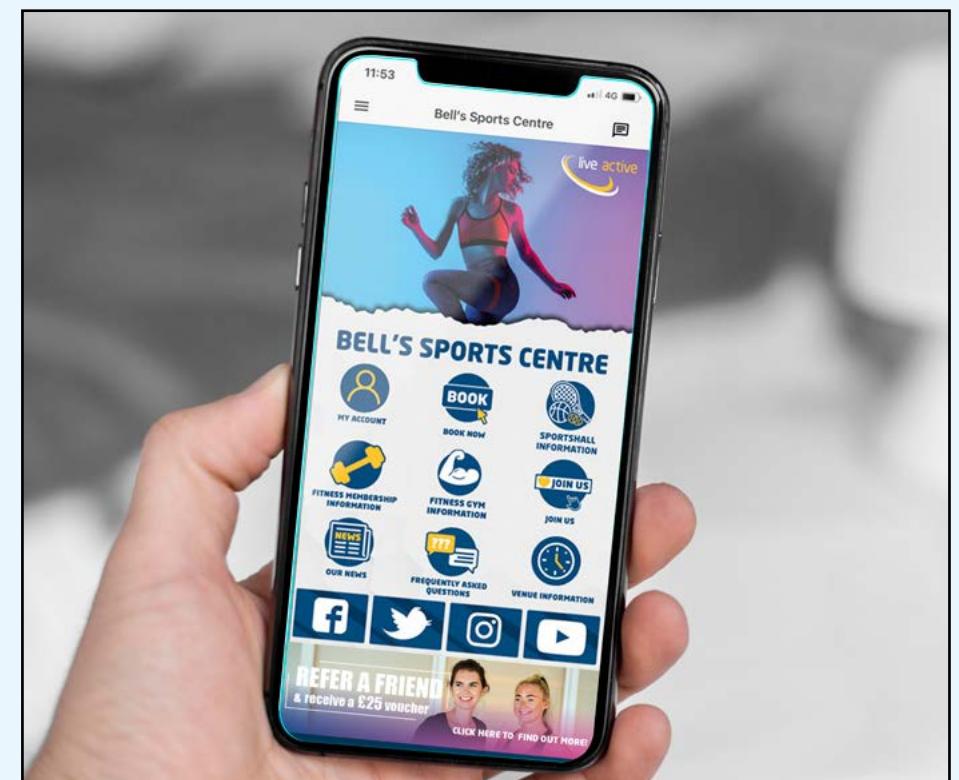


My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals *banners, digital ads & Refer a Friend offer page on the website with a link.*
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*

Live Active Leisure Refer a Friend Campaign



LAL Logo Standard Menu

Activities

Live Active Leisure offers a range of activities and facilities for all ages and abilities, including:

- Football
- Swimming Lessons
- Racket Sports
- Gymnastics
- Yoga
- Swimming
- Football
- Cricket
- Gymnastics
- Badminton
- Squash
- Indoor Bowls
- Curling
- Ice Skating
- Table Tennis
- Climbing Wall
- All Ability Cycling
- Wellbeing Classes
- Activity Referral
- Stride for Life
- Active Schools
- Club & Sports Development
- Birthday Parties
- Holiday Programmes

OUR LEISURE FACILITIES

Our facilities include:

- Our Gym
- Fitness Classes
- Aquashell & Outdoor Pitches
- Swimming
- Football
- Cricket
- Gymnastics
- Badminton
- Squash
- Indoor Bowls
- Curling
- Ice Skating
- Table Tennis
- Climbing Wall
- All Ability Cycling
- Wellbeing Classes
- Activity Referral
- Stride for Life
- Active Schools
- Club & Sports Development
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LAL Logo Standard Menu

Climbing Wall

Come try our climbing walls at our venues in Perth & Kinross.

ABOUT CLIMBING WALLS

Climbing is an excellent way to develop balance, coordination, problem solving and cooperation, as well as strength.

WHERE TO CLIMB

Climbing walls are available at Broadalbane and Loch Leven Community Campuses.

An induction is required to use the wall independently, please ask at Reception for full information on how to use our climbing walls. If you would like to book one of these registered as competent children may climb with another competent climber or may sign in up to 3 novice climbers.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

Holdalls, harnesses and shoes are available for hire.

COSTS:

Adult - £4.00 with a Live Active Card, £5.00 without
Child - £4.00 with a Live Active Card, £5.00 without
Concession - £3.00 with a Live Active Card
Climbing rate (per hour) - £47.94 (inclusive of VAT)

LOCH LEVEN COMMUNITY CAMPUS

The wall at Loch Leven Community Campus is 7m in height and there are 5 lines available.

Climbing is available from 10:00 - 21:00 on weekdays and 10:00 - 16:00 on weekends.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

BROADALBANE COMMUNITY CAMPUS

The wall at Broadalbane Community Campus is 6.5m in height and there are 6 lines and 2 auto belays.

Climbing is available from 07:00-21:00 on weekdays and 08:00 - 15:00 on weekends.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

LAL Logo Standard Menu

Header Image

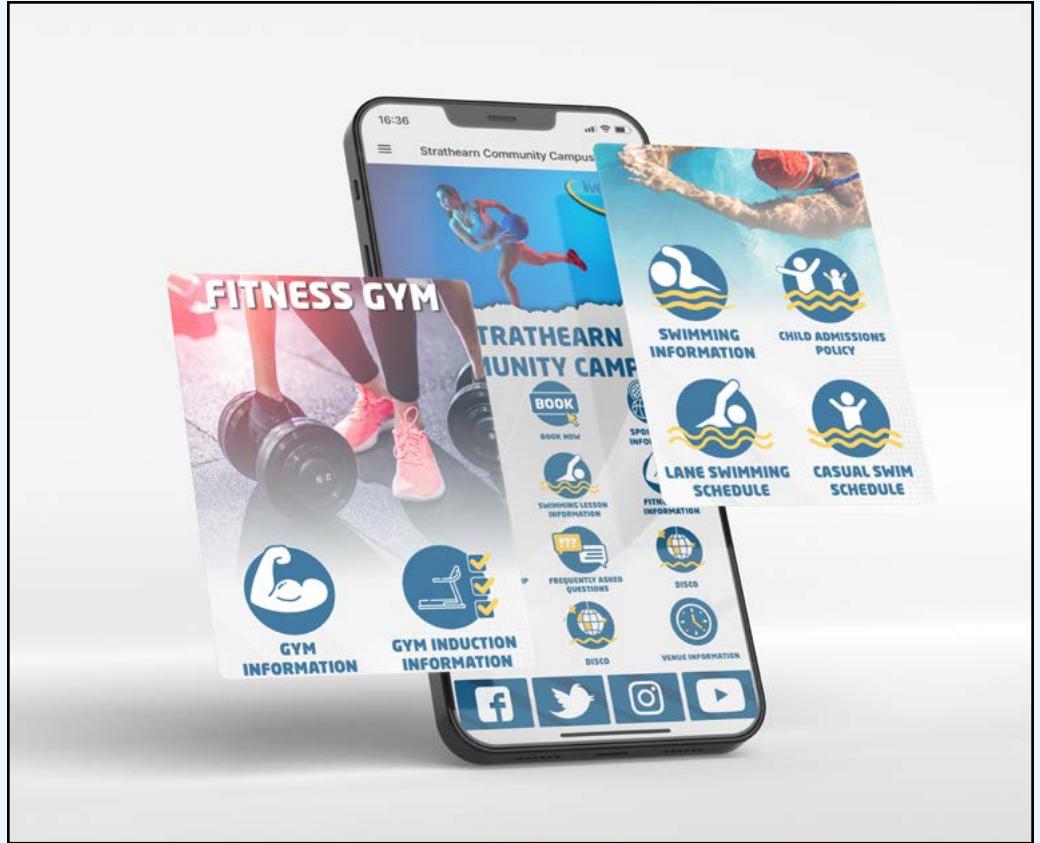
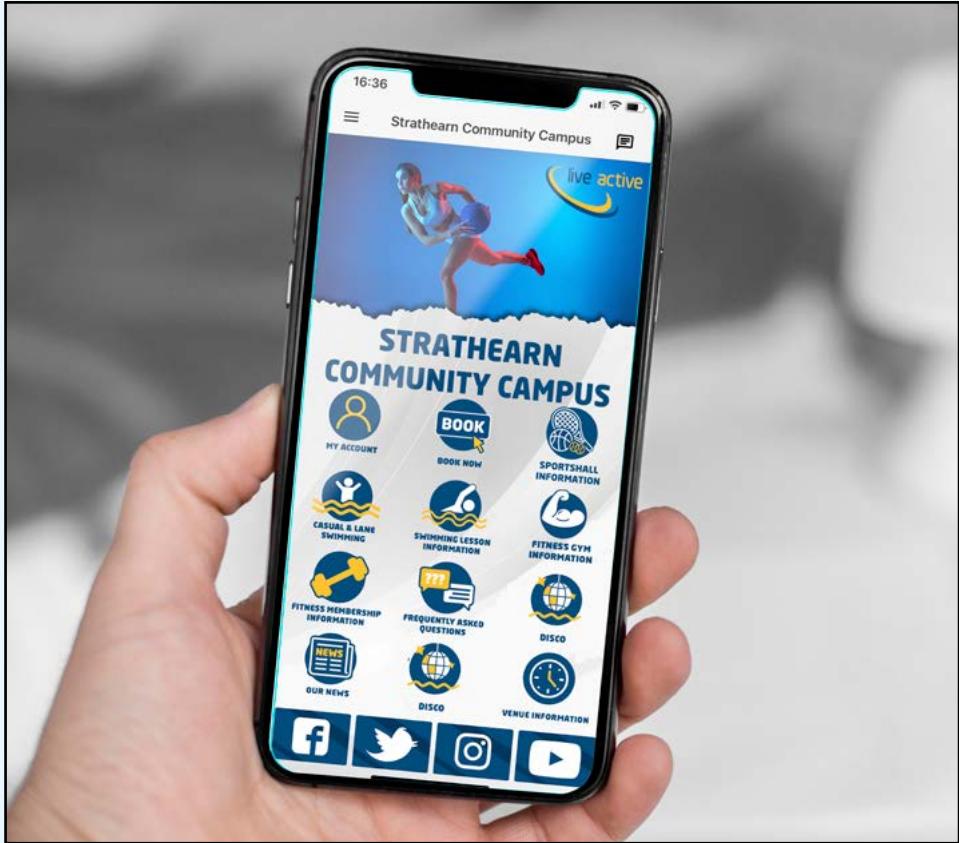
OUR PERFORMANCE AND ACHIEVEMENTS

We are passionate about providing the highest level of service to our customers to encourage more people to live active lives. Our dedicated staff and partners work hard to ensure that we are constantly improving.

Our Annual Achievement Report details the full range of achievements that the company has received throughout the year and details the goals that have been set for the following year.

LIVE ACTIVE LEISURE ANNUAL REPORTS

- 2016/2017
- 2015/2016
- 2014/2015
- 2013/2014
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- 1912/1913
- 1911/1912
- 1910/1911
- 1909/1910
- 1908/1909
- 1907/1908
- 1906/1907
- 1905/1906
- 1904/1905
- 1903/1904
- 1902/1903
- 1901/1902
- 1900/190



Live Active Leisure
Company App Design



Linked is a series of 'how to' videos I created which were part of a campaign to promote the newly released app for Live Active Leisure.

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Live Active Leisure
Video Editing

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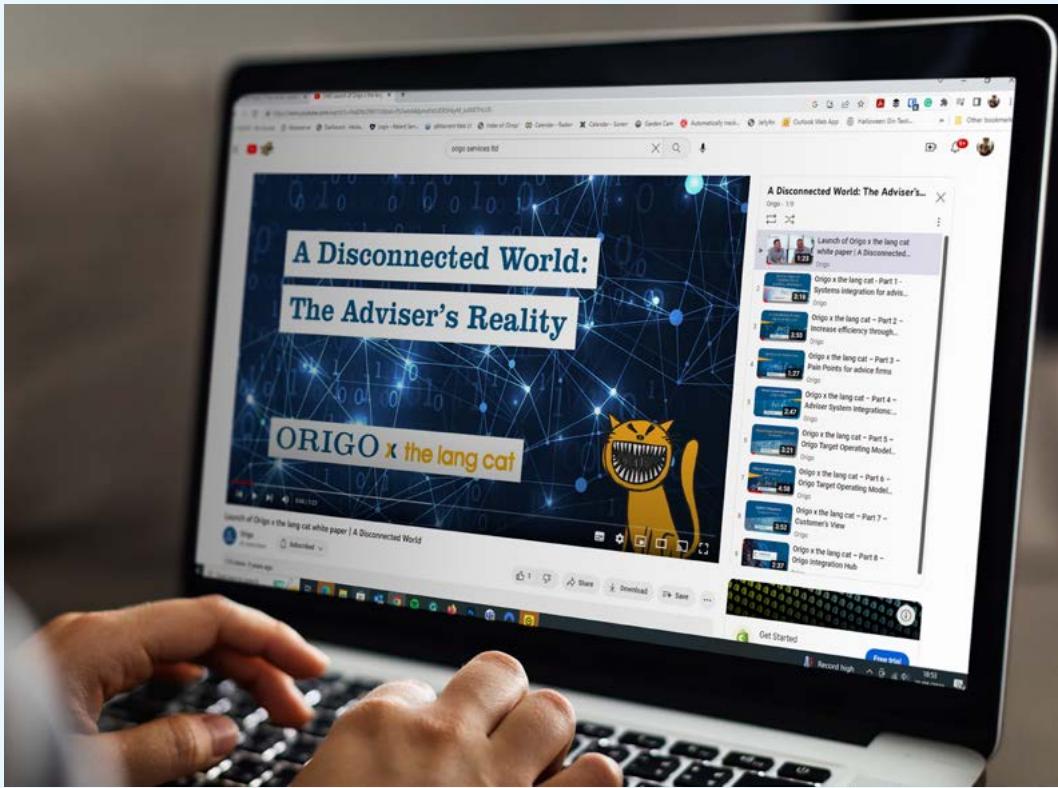
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Origo is the FinTech company dedicated to connecting the financial services marketplace for the benefit of everyone. Boosting efficiencies, improving performance, and reducing integration costs, while significantly improving financial outcomes for consumers. Parent company of Unipass Services. For more information visit our website.

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LinkedIn Social Media Branding



Linked is a series of videos I created which were part of a campaign to promote Origo & The Lang Cat's White Paper:

A Disconnected World: The Adviser's Reality

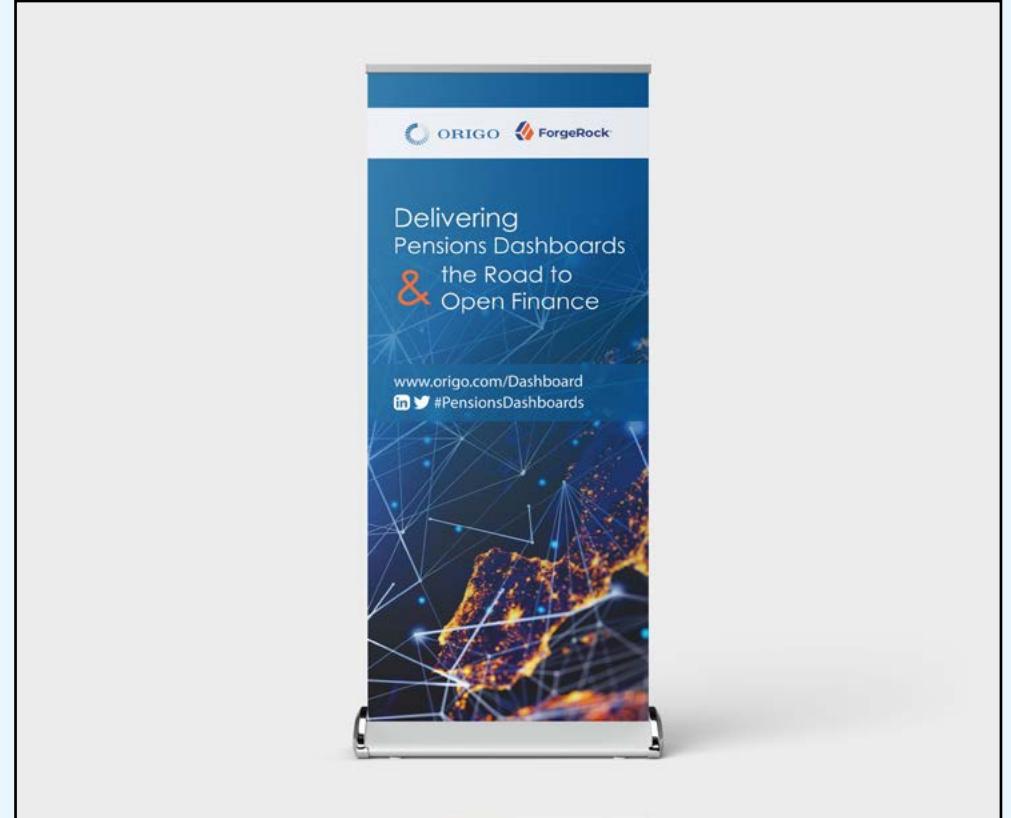
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