

Illumination Street

Sponsored

by



WHAT IS ILLUMINATION STREET

Illumination Street is a competition which highlights the passion, flair and effort put into front gardens around Britain on the build up to Christmas. Also the competition encompasses the imagination of children with plants & nature during the festive holidays.

MEDIA PARTNER

Our media partner will be the Sunday Mirror with weekly editorials from 3rd November 2019 on various topics to include:

Sunday Mirror Coverage

03/11/2019

Launch of Illumination Street and Tips on Front gardens at Christmas

10/11/2019

Lead: Planting for spectacular autumn colour

Breakout: Top plants to plant now for colour at Christmas

16/11/2019

Lead: Hints and tips to seasonal houseplants

Breakout: Top indoor plants for children

23/11/2019

Lead: Growing winter vegetables

Breakout: Growing windowsill crops for Christmas

01/12/2019

Lead: Guide to real Christmas trees and how to make them last longer

Breakout: Community Christmas tree story

08/12/2019

Lead: Christmas gift ideas for gardeners

Breakout: Push for Illumination Street

15/12/2019

Lead: Winners announced Children's gardening

Breakout: Ideas for Children's holiday projects

22/12/2019

Lead: Winner announced Illumination Street

Breakout: Tips on outdoor lighting

KEY MEDIA DATES

03/11/2019 Launch of Illumination Street

11/12/2019 Judging Children's projects

18/12/2019 Judging Illumination Street Categories

ILLUMINATION STREET CATEGORIES

- Best Front Garden Outdoor Display Small
- Best Front Garden Outdoor Display Large
- Best Community Christmas Tree
- Best Front Door Wreath Display
- Children's Projects – To be Decided

CASH PRIZES WORTH £4,700

Cash prizes are recommended which is in addition to the sponsorship. The following values bring the competition in line with what is offered for Cultivation Street: -

Best Front Garden Outdoor Display Large

1 st	£1000
2 nd	£ 500
3 rd	£ 100

Best Front Garden Outdoor Display Small

1 st	£1000
2 nd	£ 500
3 rd	£ 100

Best Community Christmas Tree

1 st	£ 500
2 nd	£ 250
3 rd	£ 100

Children's Projects – To be Decided

1 st	£ 250
2 nd	£ 150
3 rd	£ 100 + 5 runners up of £50

Best Front Door Wreath Display

1 st	SafeStyle Front Door
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Sponsorship Benefits

- Branded logo on website, Sunday Mirror and print related material for competition
- Social media tag in on all posts
- Images of entrants for social media
- Branding on competition promotional videos for use online
- Hints and tips blogs on making the most of front garden Christmas displays.
- Branding on web pages for Competition