

## The Kennet Project Working Group

The Project is being managed by a Working Group supported by a cross section of specialists, working together through the Project Co-ordinator.

### Timeline

The **Timeline** outlines the overall plan / timescale for the **Kennet Project**

- **2010** – Pilot Project - The Society established the potential of Kennet by visiting events, festivals and schools from Blackburn to Goole. This enabled us to assess the future requirements for completing the Kennet Project and maintenance of the boat in the long term.
- **2011** – Dry Docking of Kennet for Survey & remedial works to ensure the integrity of the hull and continuation of Kennet's Insurance. Started work on the Conservation of Kennet and the refurbishing of the hold area along with the commissioning and installation of learning resources.
- **2012** – Kennet's 65<sup>th</sup> anniversary and her "Relaunch" as an "Interact Museum" and traveling to Preston and Liverpool with stops along the way. This will provide the opportunities to promote the working boat and canal heritage through links with charities, local authorities and schools.
- **2013** - Kennet continues a programme of visiting along the Leeds & Liverpool Canal on the east side of the country.
- **2014** – Continue Kennet's travels and review its use in order to enhance its facilities and broaden the spectrum of people taking advantage of Kennet.
- **2015** – Enhancing Kennet's facilities along with planning and preparation for 2016
- **2016** – **200<sup>th</sup> Anniversary of the Leeds & Liverpool Canal with a Celebration Journey of Kennet from end to end.**



In Partnership  
with



## The Kennet Project



### Sponsorship Required

**Kennet** is owned by the **Leeds & Liverpool Canal Society** and is on the National Register of Historic Vessels.

The boat is a river class, cargo carrying Leeds & Liverpool Canal Short Boat built for Canal Transport Limited in 1947 by Yarwoods of Northwich.

**The project's purpose** is to create an Interactive Museum using the Heritage **Short Boat Kennet** to travel the 127 miles of the **Leeds & Liverpool Canal**, taking heritage and learning to local communities.

In order to achieve this we need to safeguard the future of the heritage short boat **Kennet** through a sympathetic programme of preservation, conservation and maintenance works.

The overall estimated cost of the project is £70k supported by at least 1700 man days of volunteer's time over the next 3 years. The **Leeds & Liverpool Canal Society** has already invested some £8000 and over 2000 man hours in Kennet to establish the short term integrity of the hull and general maintenance in order for **Kennet** to stay afloat.

The Project has been given a huge boost by a grant of £49K from the Heritage Lottery Fund to part finance the major refurbishment of Kennet both inside and out along with a learning programme. Alongside this we need to fund the ongoing annual running and maintenance which equates to approx £100 per week or £260 for each day Kennet is open to the public

# The Sponsorship Programme

The programme has been designed to involve Sponsors with a range of packages, which allows an opportunity to support the Kennet Project in a way which is suitable to them along with the benefits described.

## Major Sponsorship

**Benefits of being a Major Sponsor** – A high profile advertising presence on and around Kennet as she travels along the Leeds & Liverpool Canal visiting festivals, celebrations and a range of promotional activities during which there is admission to the general public. This can be achieved by –

- Logo on one side of the tarpaulin sheet which covers the hold (layout and design to be in a traditional style)
- Tow Path 'A' Boards at all events
- Promotional Material on board
- Headline graphic display inside boat

Further exposure would be achieved by incorporation of the following –

- Use of **Kennet** for an educational/staff/promotional function (reasonable use clause subject to availability)
- Logo on letterheads and web pages (with links to sponsor's website)
- Full page advert in Clogs & Gansey (Leeds & Liverpool Canal Society Magazine)

## Associate Sponsorship

As a **Gold Sponsor** (£500) you will benefit from the following package –

- Logo on web pages (with links to your website)
- Prominent presence on a 'Supporters of Kennet' display on boat
- Quarter page advert in Clogs & Gansey (Leeds & Liverpool Canal Society Magazine)
- Invites for 4 people to social event at the end of the boating season

## Support Sponsorship

As a **Silver Sponsor** (£250) you will benefit from the following package –

- List on web page links in a feature type display
- Presence on the 'Supporters of Kennet' display on boat
- 1/8<sup>th</sup> page advert in Clogs & Gansey (Leeds & Liverpool Canal Society Magazine)
- Invite for 2 people to social event at the end of the boating season

As a **Bronze Sponsor** (£100) you will benefit from the following package –

- List on web page links in a feature type display
- Presence on the 'Supporters of Kennet' display on boat
- 1/8<sup>th</sup> page advert in Clogs & Gansey (Leeds & Liverpool Canal Society Magazine)
- Invite for 1 person to social event at the end of the boating season

**Support Sponsorship** can be in the form of goods and/or business support.

**For further information on all aspects of sponsorship please contact us – [friendsofkennet@gmail.com](mailto:friendsofkennet@gmail.com)**

**Tel – 07730070723 or Friends of Kennet, c/o 2 Cross Lane Mill, Bradley, Keighley, BD20 9QB**