

The Blightwatch service provides geographically based mobile and email alerts of potato blight infection risk to farmers, professionals and amateur growers throughout the UK. Blightwatch works hand in hand with AHDB Potatoes and their corresponding Fight Against Blight service.

The service is free of charge to all users and relies entirely on sponsorship from corporate bodies to maintain and enhance the service. The continued support of the industry is essential to the survival of the Blightwatch service. Sponsorship of Blightwatch provides your organisation with direct access to core customers and demonstrates your support of this important service.

The Blightwatch service provides potato blight infection risk warnings based on the calculation of Smith Periods - using hourly Met Office temperature and relative humidity data. Users are alerted to Smith Periods in their area on a daily basis.

The service is driven by data from the Met Office which is interpolated to provide an indication of Smith Periods, by postcode, across the whole of the UK. The service has been enhanced in 2016 to utilise forecast data and now provides warning indications up to 24 hours ahead. In addition the website has been completely rebuilt for both professional and amateur growers.

Sponsoring provides the following benefits:

- Enhance your profile as part of a highly credible and trusted community
- Communicate your brand message to a passionate audience
- Benefit from brand association with AHDB Potatoes and the Met Office
- Create positive PR and raise awareness of your brand / organisation
- Interact and build relationships with your core customer groups
- Use direct in-page links to improve your SEO opportunities
- Support and enhance your sales promotion campaigns

Promotional opportunities:

- Banner and logo placements on the website
- Banner and logo placements on daily alert emails
- Dedicated organisation page with your content
- Sponsored news articles featured on the website
- Leaderboard banner on mobile devices
- Seasonal advertising opportunities

There are four levels of sponsorship available from Blightwatch, providing you with different levels of exposure appropriate to your needs. All sponsors provide various assets for use in the site, logos and banner adverts of various sizes, advertorial copy and links. Positioning and use of assets is detailed overleaf pages. Individual packages are listed below and overleaf:

Platinum Sponsors: £ P.O.A.

Membership of this category is limited to 2 sponsors. All web pages display all Platinum sponsor logos in the footer, on the home page 320 x 50px banners are permanently displayed at the top of the page and on all other web pages a 300 x 250px banner is permanently displayed on the side bar. When the site is viewed on a phone a 320 x 50px banner is displayed at the foot of all screens. The same 320 x 50px banner is also displayed in all email alerts.

Platinum sponsors are able to provide 7 sponsored news articles **each** season and these are featured in rotation on the home page. An individual web page is also dedicated to each sponsor; the content is provided by the sponsor including images and external web links. Sponsors are able to choose whether individual assets link externally or to their Blightwatch web page.

Gold Sponsors: £ P.O.A.

Membership of this category is limited to 4 sponsors. All web pages display all Gold sponsor logos in the footer, on the home page sponsor logos are permanently displayed at the top of the page and on all other web pages a 300 x 175px banner is displayed in rotation (50%) on the side bar. The sponsor logo is also displayed in all email alerts.

Gold sponsors are able to provide 3 sponsored news articles **each** season and these are featured in rotation on the home page. A web page is dedicated to Gold sponsors; each sponsor is allocated space to provide 'above the fold' content. Copy and assets are provided by the sponsor including images and external web links. Sponsors are able to choose whether individual assets link externally or to their Blightwatch web page entry.

Silver Sponsors: £ P.O.A.

Membership of this category is limited to 12 sponsors. On the home page sponsor logos are permanently displayed in a carousel above the page footer and on all other web pages a 300 x 125px banner is displayed in rotation (15%) on the side bar. The sponsor logo is also displayed in all email alerts.

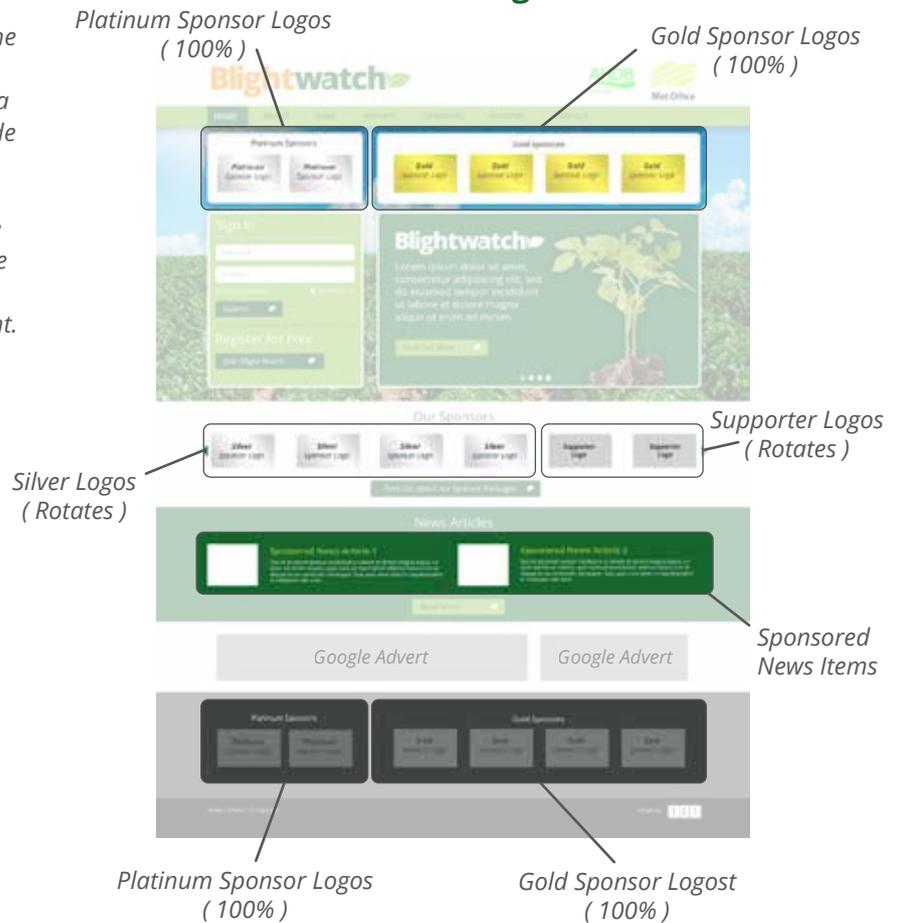
Silver sponsors are able to provide 1 sponsored news article **each** season and these are featured in rotation on the home page. A web page is dedicated to Silver sponsors; each sponsor is allocated space to provide 'above the fold' content. Copy and assets are provided by the sponsor including external web links. Sponsors are able to choose whether individual assets link externally or to their Blightwatch web page entry.

Supporters: £500 pa (£75 pcm)

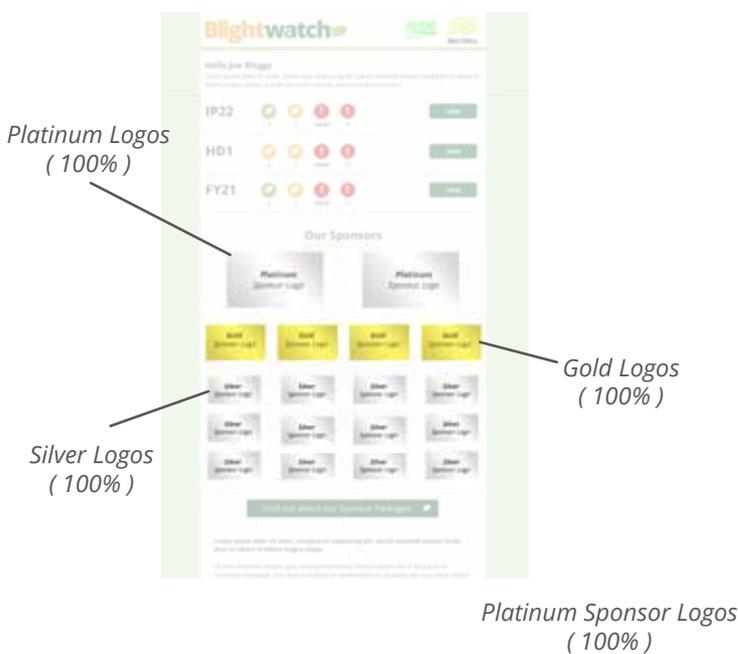
Membership of this category is unlimited and will cost £500 pa or £75 pcm. On the home page supporter logos are permanently displayed in a carousel above the page footer and on all other web pages a 300 x 100px banner is displayed in rotation on the side bar. Supporters will choose whether their assets are targeted at professional or amateur growers.

A web page is dedicated to Supporters; each supporter is allocated space to provide a summary of their activities. Supporters are able to choose whether individual assets link externally or to their Blightwatch web page entry.

Home Page



Email Alert



Content Page

