

Premier Venue Sponsorship

Premier – £k by agreement

- Sponsorship of a main Festival venue (Bulverton Marquee, Blackmore Gardens, but excluding the Ham)
- Prominent banner branding at sponsored events
- Four tickets per event in the chosen venue; two All-in-One Festival season tickets
- Branding in Festival programmes (4000)
- Presence in the venue for marketing of your business or product
- Website advert
- Invitation to the Festival reception and opening concert on Saturday morning;

Premier Plus – £k by agreement

- All of the benefits of Premier, but applied to the Ham Marquee.



Who to Contact

Local contacts

Graham Liverton Tel 01395 579792
grahamliverton@sidmouthfolkweek.co.uk

Ann Liverton Tel 01395 579792
annliverton@sidmouthfolkweek.co.uk

Local contact and Major sponsorship

Colin Trussell Tel 07976 351324
colintrussell@sidmouthfolkweek.co.uk

Major sponsorship

John Braithwaite Tel 07831 873958
johnbraithwaite@sidmouthfolkweek.co.uk



SIDMOUTH FOLK WEEK 2017

AUGUST 4th - 11th



FolkWeek Sponsorship Programme

Sidmouth FolkWeek Festival is one of the largest, best known and respected events in the European festival calendar. During the first week of August, it attracts tens of thousands of visitors and transforms business life in the town, drawing audiences of over 60,000 to concerts and workshops. Media attention from across the South West is also turned onto the town, with TV, radio and press coverage and heavy web and social media activity.

The Festival clearly benefits the town generally, its businesses and many others within the locality and wider areas of Devon and the South West. It delivers a direct financial impact in excess of £1.5m each year which, when extended to all areas impacted and including indirect benefit, reaches £5m per annum.



To sustain and develop the event, the Festival is continually improving its offering to its customers through better programmes and facilities. This

policy of continuous improvement in turn enhances the resulting business benefits. To support the event, local organisations have readily appreciated that a part of the benefit gained needs to be reinvested each year in the Festival through significant sponsorship.

To provide sponsors with promotional support which recognises their commitment, the Festival has created 5 bands of sponsorship packages, ranging from Bronze to Platinum and two higher Premier levels. These packages, outlined below, are graded according to commitment, providing promotional opportunities at events and venues, in Festival programmes and invitations to attend Festival events for sponsors and guests.

Sustainable Sponsorship

If your business benefits directly from FolkWeek, the level of re-investment in the Festival that you make could reasonably be set in relation to the additional profit achieved. Sharing some of that extra profit with the Festival will make all the difference to its future.

If you re-invested 20% of your additional profit into Festival sponsorship, you would be making a real difference, whilst still leaving your business with a substantial extra return. For its part, the Festival will increase its marketing spend to increase numbers of visitors and thus business benefit.



It may however be that you simply wish to be a sponsor to support the event, because of the indirect and longer term benefit that Sidmouth and the local area receives. You can be assured that your support will be warmly welcomed and will be recognised in the Festival Programme and in FolkWeek publicity.

Please take some time to read the details of the sponsorship packages opposite. We very much look forward to your business joining our increasing number of sponsors. Please contact one of the listed contacts to talk about this scheme.



If there is something else that you feel would be beneficial to your business, please talk to us about it, as we can adapt the packages to suit your needs.

 [@sidmouthfolk](https://www.facebook.com/sidmouthfolkweek)

 Sidmouth FolkWeek has a strong social media platform on

Facebook and Twitter. The festival will actively and regularly promote all sponsors via our Twitter account. Throughout the year, Sidmouth Folkweek's Twitter account reaches between 100,000-500,000 people per week, increasing to 2.3 million people during Festival week itself.



Sponsorship Packages

We have designed a series of packages to fit the levels of sponsorship provided. These give individual businesses and organisations promotional opportunities to develop business with visitors and Festival goers.

Bronze – up to £750

- Your name or logo in the programme and website
- Sponsorship of a small-scale concert eg Bedford Hotel, Woodlands Hotel
- Two tickets for the sponsored event
- Two tickets for a Pre-Festival concert
- Festival sponsor posters

Silver – £750 to £1250

- Your name or logo in the programme and website
- Sponsorship of a small-scale concert eg Bedford Hotel, Woodlands Hotel
- Two tickets for the sponsored event or another event of the sponsor's choice
- Two tickets for a Pre-Festival concert
- Quarter page Programme advert
- Invitation to the Festival reception and opening concert on Saturday morning
- Festival sponsor posters

Gold – £1250 to £2.5k

- Your name or logo in the programme and website
- Sponsorship of a mid-scale concert eg Manor Pavilion, Methodist Church
- Half page Programme advert
- Four tickets to the sponsored event (or two for the event and two for another event of the sponsor's choice)
- Four tickets for a Pre-Festival concert
- Invitation to the Festival reception and opening concert on Saturday morning
- Festival sponsor posters

Diamond – £2.5k to £4.75k

- Your name or logo in the programme and website
- Sponsorship of a Ham Hub evening concert
- Half page Programme advert
- Four tickets to the sponsored event (or two for the event and two for another event of the sponsor's choice)
- Four tickets for a Pre-Festival concert
- Invitation to the Festival reception and opening concert on Saturday morning
- Festival sponsor posters



Platinum – £4.75k to £6k

- Your name or logo in the programme and website
- Sponsorship of a series of concerts or strand of programming (Late Night Extras, Bulverton Marquee evenings, Ham Hub lunchtime sessions, the Youth Programme, etc)
- Prominent banner branding at sponsored events
- Four tickets to a sponsored event, plus four tickets for another event(s) of the sponsor's choice
- Six tickets for a Pre-Festival concert
- Invitation to the Festival reception and opening concert on Saturday morning
- Branding in Festival programmes (4000 copies) – full page advert)
- Presence in the venue and foyer during sponsored events for marketing of your business or product
- Festival sponsor posters

All sponsorship is subject to VAT at the prevailing rate