



FESTIVAL SPONSORSHIP OPPORTUNITIES



Working Together



Dear Future Partner,

I'm writing to introduce a unique sponsorship opportunity for both of us. The Bromyard Folk Festival, held on the 6-9th September 2018, offers a variety of commercial opportunities for businesses interested in reaching a huge audience over one weekend.

Partnering with the Festival offers various benefits, such as:

- **Brand awareness building** through activities and exposure during the Festival and via marketing and PR channels
- **Direct engagement** with Festival visitors including product sales, consumer research, sampling, database building and lead generation
- **Community engagement** activities with Festival visitors; many of whom are local to Bromyard and the surrounding areas
- **Meet corporate social responsibility** objectives by providing services in kind; the Festival is not a commercial entity
- **Reward clients and staff** with exclusive hospitality experiences.

Bromyard Folk Festival is a not-for-profit event, predominantly organised and delivered by volunteers. Partnering with local businesses is vital to ensure its future sustainability. This is the 50th year Bromyard Folk Festival has taken place, confirming its place in the heart of the town.

We are keen to develop a relationship with you, as we feel there are benefits for both of our organisations. I hope you find this proposal of interest and look forward to welcoming you into our partner community.

Yours faithfully,

Dick Dixon
Dick Dixon
Artistic Director



Bromyard Folk Festival, PO Box 729, Suckley, Worcester WR6 5WQ 07772 831860

Sponsorship Options

If you have anything that could help with the running of the festival, we would love to hear your suggestions.

We need:

Volunteers/computers/transport/publicity/printing: everything!

Financial Support starts from only £75 - every pound helps

Please get in touch today!

Full details of our sponsorship packages are listed on page 7.





Welcome to Bromyard

The ever popular Bromyard Folk Festival returns again this year during the **second full weekend in September**, with another extravaganza of music and dance for the 50th year!

Promoting the local tradition of folk, the festival offers a **huge choice of concerts, ceilidhs, workshops, sing-arounds, dancing, food and drink outlets** and an **extensive selection of children's activities**.

The **friendly welcoming** atmosphere appeals to a diverse audience comprising **dedicated folk fans, mainstream music lovers** and **families** looking for an easy-going event to visit.

1000's individual visitors

100+ performers & musicians

300 Morris dancers

200 volunteers & stewards



We welcome 1000's individuals each year

Bromyard town plays host to the many dance displays



The Best Bromyard Weekend Of The Year

The Festival site is based on the football grounds, and offers weekend camping facilities. Bromyard town plays host to many of the events and festival visitors.

Local companies call it the most financially rewarding weekend of the year, attracting thousands of visitors, including from the twin town, Athis!



The Partner Community

Bromyard Folk Festival presents a unique and varied opportunity for businesses looking to **raise brand awareness**, **engage directly** with visitors and the community, **fulfil corporate social responsibility** objectives and **reward clients and staff** with hospitality packages.

We are proud to have such an enthusiastic partner community, many of whom have supported the Festival for several years.

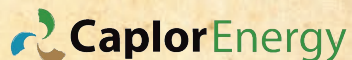
As a Festival Partner you will help us to:

- *Further develop the appeal of Bromyard Town to both day and weekend visitors*
- *Create a vibrant programme of folk events that appeal to wider audiences*
- *Widen the number and range of venues that take part in the Folk Festival*
- *Generate new interest in the folk arts*

You'll be in good company



WYE VALLEY
BREWERY



Herefordshire

live
MEDIA PARTNER



Folky Regulars

Dedicated Folk fans
Regular weekend attenders
Aged 30+
Visiting in pairs or with family
Travel nationwide
Enjoy socialising



Concert Go-ers

Like pop culture when it crosses over into Folk
Local (45 mins drive)
Day trippers
Visiting to see specific bands



Active Families

Live nationwide
Want a fun, safe and friendly experience
Stay for the weekend
Enjoy outdoor life



Local Toe Dippers

Live in Bromyard
Music interest but not necessarily Folk
Day out
Couples and families



Key facts

- Thousands of individual visitors during the weekend, many attending on multiple days
- 100+ musicians and performers
- 200 volunteer stewards
- Over 65% visitors are ABC1s
- Age range 3 months to 80 years
- Weekend visitors travel over 50 miles to attend
- 90%+ visitors have attended 2 or more Festivals
- 17,000+ website visitors per year
- Growing social media base: Facebook, Mailchimp Newsletter

A Unique Connection





Partner Packages



Bronze

Investment £75

Sponsor's Festival ticket:
a complimentary
DAY TICKET
for you and a guest

Your name/logo featured
on the Festival website

Your name/logo featured
in the printed programme

Window plaque for
your premises



Silver

Investment £175

Sponsor's Festival ticket:
a complimentary
DAY TICKET
for you and a guest

Your name/logo featured
on the Festival website

Your name/logo featured
in the printed programme

Window plaque for
your premises

PLUS

We will encourage musicians and
singers to visit your venue over
the weekend

Regular visits from our festival
dance teams over the weekend



Gold

Investment £500

Sponsor's Festival ticket:
a complimentary
WEEKEND TICKET
for you and a guest

Your name/logo featured
on the Festival website

Your name/logo featured
in the printed programme

Window plaque for
your premises

PLUS

Festival concert in your name

We will encourage regularly
booked musicians to visit your
venue over the weekend



Platinum

Investment £1,000

Sponsor's Festival ticket:
complimentary
WEEKEND TICKETS
for you and 3 guests

Your name/logo featured
on the Festival website

Your name/logo featured
in the printed programme

Window plaque for
your premises

PLUS

**Patron of your chosen
Festival event or Venue
on our main Festival site**

Full Page Advertisement in
the Festival Programme



The Best Of Folk

This year Bromyard Folk Festival is celebrating its **50th year**.

The Festival instils a real sense of community amongst its visitors; many of whom first attended when they were children. It started as a ceilidh dance, featuring some Morris displays and song spots during the pauses, to get your breath back. The demand for more songs, dance and music have resulted in the fantastic festival that we enjoy today.

Your business could benefit from the positive publicity surrounding the celebrations.

Please join us in making Bromyard great.

Festival contacts

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