



SANDWICH
Folk & Ale
FESTIVAL
2024



**SPONSORSHIP
PACKAGES**



Sandwich Folk & Ale Festival - Sponsorship Opportunities

The Sandwich Folk & Ale Festival committee is excited to announce the sponsorship opportunities available for 2024 festival, taking place from **1st - 7th July 2024 in Sandwich.**

Are you looking for an exceptional way to enhance your brand's visibility and connect with a diverse audience? Look no further!

As a sponsor, you'll not only contribute to the success of one of the region's most anticipated events but also reap a multitude of benefits that will leave a lasting impact on your business.

We understand that every business has unique goals and budgets. That's why we offer a variety of sponsorship packages, ensuring you find the perfect fit for your brand's needs. Whether you're a small local business or a larger corporation, we have options that will help you maximise your sponsorship investment.

The Sandwich Folk & Ale Festival draws in thousands of enthusiastic attendees each year. Additionally, our social media posts reached over 33,500 people in 2023. By becoming a sponsor, you gain direct access to a diverse and engaged audience from across the region, and beyond!

Sponsorship Benefits

Unparalleled Exposure

The Sandwich Folk & Ale Festival draws in hundreds of enthusiastic attendees each year. Additionally, our social media posts reached over 33,500 people in 2023. By becoming a sponsor, you gain direct access to a diverse and engaged audience from across the region, and beyond!

Programme Advertisement

Your brand will be featured in our festival programme, ensuring that your message reaches every attendee. This print and digital visibility guarantees lasting impressions even after the festival concludes.

Logo on Festival Merchandise

Imagine your logo adorning festival merchandise, including eye-catching t-shirts. These tangible tokens of the festival experience will be cherished by attendees, enhancing your brand's recall.

Stage Sponsorship

Elevate your brand to the forefront by sponsoring one of our stages. Your logo will be showcased prominently, and you'll have the unique opportunity to associate your brand with unforgettable performances. Your brand will also be featured in thousands of photos and videos, as audiences capture memories and share these online.

Social Media Amplification

Our robust social media presence boasts a substantial following. Your sponsorship can include dedicated social media shout-outs, boosting your brand's reach and engagement.

Community Involvement

Show your commitment to the local community by supporting a cherished cultural event. Your sponsorship helps us continue providing memorable experiences to attendees while showcasing your brand's philanthropic spirit.

Media Coverage

The Sandwich Folk & Ale Festival attracts media attention, giving you the chance to get featured in local news, blogs, and event coverage. This extends your reach beyond the event itself.

Supporting Arts & Culture

By sponsoring the festival, you're directly supporting the arts and cultural preservation. This resonates with patrons who value these aspects of their community.

From increasing brand exposure to cultivating meaningful connections, the Sandwich Folk & Ale Festival sponsorship offers a plethora of benefits that go beyond the surface. Join us in celebrating culture, community, and growth while propelling your brand to new heights.

SPONSORSHIP TIERS

'FRIENDS OF THE FESTIVAL' SPONSOR

Available from £50, to include:

Programme Inclusion

SILVER SPONSOR

Available from £250, to include:

- Social media mention
 - 'Friends of the Festival' benefits
 - Branding on posters/leaflets
 - 1/4 page ad in programme
-

Available from £500, to include:

- All Silver benefits
- Band/act sponsor
- 1/2 page ad in programme
- Branding on T-shirts, beer mats and merchandise

GOLD SPONSOR

Available from £1000, to include:

- All Gold benefits
 - Branded as 'Main Sponsor' on website, programme, posters & merchandise
 - Free stall/pitch at the festival
 - full page ad in programme
 - Assistance with digital marketing
-

PLATINUM SPONSOR

Available from £1500, to include:

- All Platinum benefits
- Stage sponsorship
- Branding on banner
- Primacy on branding
- 2 Free stalls/pitches at the festival
- Advert on the festival website
- Shout out on all social media
- Branding on volunteers' T-shirts

DIAMOND SPONSOR