2016 Sponsorship Packages

Saturday 13th August 2016

Lancashire’s leading food festival promoting the county’s leading food and drink producers.

Our Clitheroe Food Festival Sponsor Contact is:
MICHAEL RANSON
Festival Chairman
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Introduction

2016 will see us build further on the successful attractions added in previous years, encouraging “dwell and spend” time at the festival.

Draft Event Programme 2106

We are planning:

• 100+ food and drink exhibitors from Lancashire, screened for quality
• “Pop up” restaurants and bars
• Demonstrations, tutored tastings and workshops by Lancashire’s top professional Chefs (ticketed) including a ‘Healthy Eating’ Interactive Master-class where you can take part, learn and taste.
• A fun fair and other attractions within the beautiful castle grounds

• Exhibitions on food and drink
• Local musicians performing various genres
• The “Pudding Fest”
• Town Crier keeping visitors informed throughout the day
• Park and Ride scheme
• Royal Academy of Culinary Art
  - Children's Cookery School
• Other children’s activities

Marketing and PR 2016

A strong brand and logo has enabled us to increase social media followers and develop and extensive database of supporters. These are key areas in which we will continue to conduct digital marketing activity in 2016, supported by a campaign that will whet the appetite, stimulate the senses and build upon the profile achieved in previous food festivals campaigns. With an attendance of approx 20,000 we often feature in Top Ten food festival features in the national press.

This will include:

• Constantly updated website at: www.clitheroefoodfestival.com
• Web links to Visit Lancashire, Ribble Valley Borough Council, Visit Ribble Valley, Lancashire County Council, Sugarvine, Forest of Bowland AONB, media supporters, sponsors, funders, exhibitors and other “whats on” and specialist food websites.
• Promotional leaflets and 200 posters displayed in libraries, tourist information centres, town/village notice boards, sponsor and exhibitor / participant business premises across

Lancashire, the North West and beyond.

• ‘Pendant’style purple flags lining the streets of Clitheroe for two months prior.
• 8ft x 3ft banner advertising at strategic locations in Clitheroe and the Ribble Valley, boards and banners.
• Proactive media and PR campaign targeting local, regional, national and specialist media
  - broadcast, print and online. Existing and developing links with national food magazines will support the event.
• E-Newsletters to all sponsor and supporter databases circa 2,600 people.
• Making full use of social media, including a dedicated Twitter feed and Facebook profiles.
• A targeted marketing campaign aimed at coach companies and presence at other festivals, events and partner’s networking opportunities.
• Exhibitors also maximise promotional impact by utilising stands at farmers markets, agricultural shows, in their own premises and at other events - flyers and posters supplied from March.
**Sponsorship packages**

2016 will see us have more sponsorship packages than previous years and the ability to mix and match a package to suit your budget.

Subject to the addition of VAT at 20%

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**Headline Sponsor: £5,000+**

- The Headline Sponsor benefits from exclusivity and logo presence on all literature and advertising promoting the festival.
- Photo shoot announcing your status as Main Festival Sponsor to the media/social media.
- Wording - “In association with” (where press editors allow.)
- Use of Official Sponsor strapline and logo on your website, emails and other materials.
- Free promotional stand within the main festival food area of 6m x 3m area*.
- Company Name and logo on festival promotional leaflets distributed across the North West and beyond.
- Lead position on the front page of the festival web site and link.
- Six VIP tickets and premier seating for one of our talks, tastings or demonstrations (to be booked by 1st July 2016.)
- Lead position on the Sponsor’s page of the festival web site and link.
- Three car park passes for Festival day plus a secure room for shopping, coats and other possessions.
- Advertising on the festival map given out on the day.
- Your logo will sit on this year’s festival gallery (after Clitheroe Food Festival logo.)
- Six tickets for fundraising / sponsors event. Clitheroe Food Festival expect a prominent reciprocal link on the main sponsor’s website, and mentions within sponsors promotional material to further enhance the message. A logo designed for this purpose will be supplied.

We will be delighted to work closely with you to ensure marketing is coordinated to maximise coverage and impact. You will also be provided with regular updates on progress, with links to food festival news items and mentions of your company.

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**Associate Sponsor £2,000+**

- Name and logo on festival promotional leaflets.
- Use of Official Sponsor strapline and logo on your website, emails and other materials.
- 3m x 3m promotional pitch in one of the town’s main venues at the festival*.
- Position on sponsor’s page of the festival website and link to own business site.
- Logo on advertising pages in regional magazines.
- Four VIP tickets and premier seating for one of our talks, tastings or demonstrations (to be booked by 1st July 2016).
- Festival maps advertising.
- Two car park passes for Festival day.
- Four tickets for fundraising / sponsors events.

* Please Note: Our festivals aim is to showcase local to Lancashire, artisan feed and drink producers. Our main sponsor should therefore not sell such items of any other business on the day, unless it is itself recognised as being a Lancashire food or drink producer in its own right and to sell its own made produce under its own brand.
Sponsorship package extras

Mix and match a package to suit your budget.

Subject to the addition of VAT at 20%

Venue Sponsor

The package includes all co-ordination of chef participation. Our team will distribute your promotional literature for each audience. The kitchen also plays a significant role in our video.

- Branding package/s on the kitchen/s (sponsor to supply.)
- Promotional literature distribution on each seat for each session.
- Promotional video slot on screens prior to the demo (sponsor to supply.)

- Linked logo on the food festival website.
- Name and logo on festival promotional leaflets. Hard copy and downloadable versions for website use and links.
- Four VIP tickets and premier seating for one of the master classes/tutored tastings, to be booked via CFF VIP Secretary.
- Courtesy car parking for 2 cars on Festival day.
- Festival maps, and free entry into the festival zones.
- Four tickets to any fundraising / sponsors events.

Talks and Tutored Tasting Sponsorship

The demonstrations are held at various prominent venues across the town. The package includes all co-ordination of between 40 and 80 spectators. Our team will distribute your promotional literature for each audience, with a backdrop space for brand advertising. The kitchen also plays a significant role in our video.

- Opportunity to promote your company at the tutored tasting sponsored
- Listing as a sponsor on festival flyers sent out across the North West and beyond
- Logo and editorial on the web site highlighting your business details

Producer Of the Festival Award

Food Service Company / Supermarket or B2B Service Provider. Our event showcases the finest of Lancashire’s Food and Drink Produce. This package is aimed at those who can retail the winner’s products to a wide customer base or provide a bespoke service to the business for a twelve month period.

- Logo on festival promotional leaflets distributed across the North West.
- Opportunity to promote your company both all our exhibitors directly via CFF and press releases with photographs out to food magazines and local press.
- Listing as a sponsor on festival flyers sent out across the North West and beyond (postcodes include BB; PR; LA; BL; L; M; HG; YO; LS; CA; LL; CH).

- Logo and editorial on the web site highlighting business details.
- Advert on major event literature and festival maps to be handed out at the event.
- A Silver Salver to present to the winner of the Producer of the Festival Award, together with a cheque and a certificate. Best Dressed Stand winner received a bottle of Champagne, a cheque and a certificate.
- A 3m x 3m promotional pitch (own gazebo) at the entrance to the festival market.
Minor sponsorship opportunities

Subject to the addition of VAT at 20%

Festival ‘Goody Bags’ £100 per item

This is a limited opportunity to have 1,000 leaflets or small non-perishable food items or promotional pens, key rings etc. put into our goody bags which are given out during the festival. These will be handed out and were very well received by 20,000 visitors last year!

‘Friends of the festival’ T-shirt sponsors £500

(Plus the cost of your other coloured logo requirements)

Over 100 volunteers wore our purple t-shirts with our co-sponsors logo on the reverse in 2015. The design is a white type & logo on the purple branded crew neck t-shirts. Our Friends of the Festival are all volunteers.

In Town Flag Advertising £125 - ‘Paint the town purple’

In conjunction with the Beats Cancer Charity event

All proceeds from this fundraising will be split 50/50, support two great events

In 2014 we introduced the food festivals purple coloured and logo’s advertising banners which festooned Clitheroe’s streets for over eight weeks leading up to the event and post event. Many were featured in magazines, social media and other media. It comprises of a double sided full colour, vinyl banner which is flown on a flagpole located above many of the town’s retailers and pubs. Your opportunity to help the food festival raise essential funds, show your support and grab the attention of many thousands of visitors, not just on festival day but up to eight weeks before the event.

Music Marquee and Stage Sponsor

We are fortunate to have three key areas for music at our event, two of these areas need protection from the weather, requiring a marquee for each. The largest also requires a stage and has a 6m x 3m marquee. Your banner will be positioned on the back rails and weighted pop up banners/flags can be positioned at the sides. The smaller stage requires a 3m x 3m pop up gazebo – your banner will be secured by a rail.
In-Kind Assistance And Donations

We welcome in-kind assistance and donations, whether this be providing infrastructure elements for the event (marquees, seating, electricity) or your employees as volunteers! All opportunities will be listed on our website under the appropriate category as benefits their support.

Media Partners

We ask for copies of “free of copyright” photographs to use in publications, on our website, on our printed/published literature and social media. In return we will list your magazine or newspaper as our media partner on the front page of our website with a link to your business. This arrangement should not be taken as exclusive. A contract will be agreed setting out the parameters of the package.

Press Passes

Press passes are available on request but a requirement of this is to make available 10 high resolution images for future use of festival advertising. These must be delivered to the festival team within 30 days of the festival closing. Contact our marketing partners Latitude Studios on andy@latitudestudios.co.uk for details.

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