



Sponsorship 
opportunities



About Shrewsbury Folk Festival

Shrewsbury Folk Festival is one of the UK's leading folk festivals. Located in the heart of Shrewsbury, the event is held annually from Friday to Monday of the August Bank Holiday weekend.

With around 7,000 physical visitors, volunteers, musicians, dancers and workers and a further worldwide audience of more than 30,000, the promotional opportunities for your business are vast.



About our visitors



The festival attracts a large number of people who stay in the area, shopping, eating, drinking and spending money in the county town and surrounding area.

76% of them come for the **weekend** and stay overnight - of those, **19%** of them **stay in hotels, guest houses or bed and breakfasts**. **24%** are **day visitors**.

Of the day visitors, **54%** are **local residents**, **27%** come from **outside Shrewsbury** and **19%** from even **further afield**.

Three quarters of our visitors are **aged over 45** and **more than two thirds** are in in the **affluent ABC1** demographic.

Age range breakdown

16-24	5%
25-34	8%
35-44	10%
45- 54	23%
55-64	43%
65+	11%

Demographic breakdown

AB	29%
C1	39%
C2	22%
DE	10%

Visitors to Shrewsbury Folk Festival take the opportunity to do other things while visiting the event.

22% use it as a reason to go shopping therefore spending money in local businesses, **4%** choose to **visit another attraction**, and **33%** go into **Shrewsbury** to explore.

Demographic key:

- AB** Managerial, administrative or professional at senior or intermediate level.
- C1** Supervisory, clerical (i.e. white collar), junior administrative or professional.
- C2** Skilled manual worker.
- DE** Semi-skilled and unskilled manual worker, retired state pensioner, Casual earner, unemployed.



A national and international audience

Shrewsbury Folk Festival broadcasts its main stage and second stage performances free during the festival weekend via a live webcast, reaching an audience of tens of thousands of people across the world.

Stats

- More than **37,000** views of the broadcast.
- Viewers tuned in from **47 countries** across **five continents**.
- People watched the footage in **687 towns** and **cities across Europe** including **577** in the **UK**.
- There were watchers in all **10 Canadian provinces** and **37** of the **50 US states**.

Your brand or business could reach all these people!



What our visitors say about us

“

Excellent festival. I love it. We meet up with family at Shrewsbury and friends and neighbours come too. This year we brought six children's friends (we have three children of our own) who were all teenagers and they all enjoyed it.

”

“

Keep up the good work. We love the festival weekend and have brought a friend along from Scotland. They enjoyed its Englishness!

”

“

My favourite festival. It is the event of the year for my daughter and myself. From February onwards the excitement stirs and increases. We love the town, the river, the atmosphere, the good festival vegan food, meeting people we've seen at other festivals and previous Shrewsbury's. It is just bliss for us.

”

“

One of the best festivals around, seems to get better each year.

”

“

Absolutely wonderful festival of high class entertainment. Great friendly atmosphere. Shrewsbury folk are friendly and hotels/pubs have really good facilities.

”



Media recognition

Shrewsbury Folk Festival receives widespread positive publicity regionally and nationally every year and is regularly listed in national newspaper 'top festival' lists.

In Shropshire:

Regular coverage in publications such as the Shropshire Star, BBC Radio Shropshire, BBC Midlands Today, ITV Central News, Shrewsbury Chronicle, Shropshire Live, Shropshire Review, What's On, Yattar Yattar, and other regional newspapers and magazines.

Specialist press:

Featured in music magazines such as Songlines, R2, fRoots, Living Tradition, Maverick.

Nationally:

Guardian, Daily Telegraph, Sunday Telegraph, BBC Radio 2 folk show and BBC Radio 3 In Tune.

Daily Telegraph

Key date in the UK folk music calendar.

Sunday Telegraph

A family friendly folk staple.

Shrewsbury Today

Shrewsbury underlined its reputation at the very forefront of folk events in the country.

The Guardian

Recommended folk and world music festival.

Songlines Magazine

Top 10 summer festival 2011, 2012, 2013, 2014, 2015



Online

www.shrewsburyfolkfestival.co.uk

Our website is viewed by more than **55,000 people a year**. That's an average of 4,583 per month but reaches up to 20,000 people during the festival month.

Shrewsbury Folk Festival has a strong social network presence on **Facebook** and **Twitter**. You can also find us on **Instagram** during the festival weekend.

With nearly **12,000 followers** on **Twitter** and more than **10,000** on **Facebook** we can help your business reach a large new audience.

Our regular **e-mail newsletters** are sent to more than **9,500** supporters -

Your business could reach all these people!



Shrewsbury Folk Festival



@shrewsburyfolk



Souvenir Programme



Get your business seen in the festival souvenir programme

The souvenir programme - rated as **good or excellent** by **88%** of respondents in the **2015 festival feedback survey** - has a print run of 4,000 and reaches around 6,000 people.

It has advertising space available starting with a quarter page from just over £170.

This is an ideal place for Shrewsbury town centre businesses advertise - particularly as we run a free shuttle bus into the town centre on Saturday and Sunday, delivering customers to your door. Alternatively, it can drive people to your event or website.



How can we benefit your business?



The following packages are suggestions. We are happy to discuss tailoring an individual package to suit your needs.

Be the Title Sponsor



TITLE SPONSOR COSTS

£25,000

Make the Shrewsbury Folk Festival your own by becoming the Title Sponsor. It would be renamed as The [Your name Here] Shrewsbury Folk Festival for the duration of any sponsorship agreement.

The benefits:

- Acknowledgement in all festival publicity materials - flyers, posters, programme, newsletters, stationery, PR and website (with link to sponsor's website from SFF website home page)
- Inclusion of logo and website link on our worldwide webcast and a sponsor's video
- Inclusion of logo and website link in regular e-mailouts sent to in excess of 9,000 people
- Recognition of sponsorship through our Facebook page (nearly 9,000 fans) and Twitter
- Acknowledgement in all local and national advertising
- Full page colour advertisement on the back of cover of the festival programme
- Sponsor's banner displayed at the festival main gate
- Recognition and on-stage thanks by main stage hosts
- Name and logo on the webcast landing page
- Sponsor's logo on sleeve of festival t-shirts
- Title Sponsor can set up an on-site demonstration/sales/public relations tent
- Title Sponsor receives 20 complimentary full four day festival tickets with pre-arranged escorted tours backstage to meet artists and discover how the technical side of the festival works.



How can we benefit your business?

Be a Stage Sponsor

Name a Shrewsbury Folk Festival stage after your business or organisation for the entire duration of the festival.

The benefits:

- Logo recognition on any flyers, programmes, posters, newsletters, stationery and all printed media
- Special signage on your sponsored marquee
- A link to the sponsor's website from the sponsor's page on the festival website
- A half page advertisement in the festival programme
- Stage sponsor receives complimentary weekend tickets with an escorted tour backstage to meet artists and discover how the technical side of the festival works.

STAGE SPONSOR COSTS

MARQUEE 1

£10,000

and 8 complimentary tickets

MARQUEE 2

£6,000

and 6 complimentary tickets

THE DANCE TENT

£6,000

and 6 complimentary tickets

THE SABRINA MARQUEE

£4,000

and 4 complimentary tickets

THE VILLAGE STAGE

£4,000

and 4 complimentary tickets



How can we benefit your business?



Be a T-Shirt Sponsor



Have the name and logo of your company or organisation printed on the arm of the festival t-shirt, of which around 1,000 are sold every year.

VOLUNTEER T-SHIRT SPONSOR COSTS

£2,500

The benefits:

- A link to the sponsor's website from the sponsor's page on the festival website
- A half page advertisement in the festival programme
- The festival t-shirt sponsor receives eight complimentary full four day festival tickets.

Be a Wristband Sponsor



Have your company name and logo on 6,000 festival wristbands.

FESTIVAL WRISTBAND SPONSOR COSTS

£1,500

The benefits:

- A link to the sponsor's website from the sponsor's page on the festival website
- A half page advertisement in the festival programme
- The festival wristband sponsor receives six complimentary weekend festival tickets.



How can we benefit your business?



Sponsorship in kind



Do you provide something we need?
We pride ourselves on building long term relationships with quality service providers to create a world-class festival experience for our visitors.

Here are some examples of areas where sponsorship in kind could be considered:

- Marquee and tent hire
- Caravan hire
- Chairs hire
- Toilets hire
- Shower hire
- Fencing
- Bottled water
- Catering
- Electrical services
- Waste disposal
- Consumables including wine, tea, coffee, soft drinks, sweets, milk, sugar for the Artist's Reception
- Van hire
- Taxis and transportation for foreign artists
- Hotel accommodation

We would discuss a package of benefits relevant to your sponsorship in kind.

More Information



These sponsorship packages are suggestions only and we are keen to work with businesses to achieve a tailored solution to meet your needs.

For more information please contact:

Alison James, Sponsorship Manager

on **07866 363964** or alison@shrewsburyfolkfestival.co.uk

