



22-23-24-25 AUG 2025



## Sponsorship at Shrewsbury Folk Festival

Shrewsbury Folk Festival is one of the UK's leading live music events of its kind, showcasing the best in folk, Americana and world music from its riverside site in the town centre for four days over the August Bank Holiday weekend.



The festival attracts a wide ranging and loyal audience from young families to older couples from across the UK with some visitors travelling internationally to attend. More than 80% are return visitors, illustrating that the festival is a trusted brand.

With around 7,000 weekend and day visitors, there are many opportunities for the right brands to reach our audience and we are happy to tailor an approach to meet your needs.



"In the 25 years I've been going to festivals I have never experienced such a warm and welcoming vibe" – Festival Kidz

"The colour, courtesy and the variety of the people participating in the festival. I was delighted to see more young folk at the festival with their young families" – feedback, 2024



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## What can we offer you?

*The chance to be associated with a trusted and respected brand and reach a new audience!*

The festival has four sound stages, a dance tent, children and youth festivals, a craft village, extensive food court, real ale & cocktail bars and on-site camping and glamping.

A free bus service into the town on Saturday and Sunday with fringe events in The Square and other locations brings thousands of visitors to Shrewsbury town centre, adding in excess of £1 million to the local economy via spending in shops, cafes, pubs, bars, restaurants and hotels.

We have many ways to help you achieve exposure for your business:

- Email newsletter – 14.7k subscribers
- Facebook – 21k+ followers
- Instagram – 6.9k+ followers
- YouTube - 21.6k subscribers
- Brand exposure through banners on site
- Advertising in the festival programme
- Advertising on on-site giant stage screens
- Brand logos on our websites
- Mentions in festival PR & marketing





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### **Sponsorship opportunities**

Sponsorship opportunities can be customised to suit your needs and budget. We are very happy to discuss any opportunities and put together an effective package for you.

Here are some examples:

- Stage sponsor
- T-shirts
- Wristbands
- Festival bus
- Food court
- Craft village
- Bars
- Pandemonium! Children's festival
- Lantern Parade
- Refolkus youth festival
- Workshops
- Individual Artists

### **Sponsorship in Kind**

Do you have product or skill we might need? We pride ourselves on building long term relationships with quality service providers to create a world class festival experience for our visitors. It requires a vast infrastructure to stage our event from staging, fencing, toilets, and much more.

If you are interested in offering sponsorship in kind, please get in touch.

### **Advertising**

Our souvenir programme reaches around 7,000 people (print run 4,000). Eagerly read by our festivalgoers, it is their go-to guide during the festival and a prime place to promote your business and reach a new audience.

**Want to chat more about how we can help your business?**

**Contact Alison James on [alison@shrewsburyfolkfestival.co.uk](mailto:alison@shrewsburyfolkfestival.co.uk) or 07866 363964**