

BRIGHTON CAVAT FESTIVAL

FROM JUST
£50



SPONSORSHIP OPPORTUNITIES

HELLO

Brighouse Canal Festival takes place in West Yorkshire on Saturday 22nd and Sunday 23rd August 2015. Run entirely by volunteers, the Brighouse Business Initiative is a not for profit organisation, who's aim is to raise the profile of Brighouse and it's businesses by holding community events and festivals.

We started out only 4 years ago with a Local Food and Craft Market with 25 stalls, our Markets have grown to over 80 stalls and are hugely popular. Our first 1940s Weekend attracted over 100,000 visitors from across the North of England and is now one of the largest events of it's type in the Country.

The Canal Festival takes place during the weekend of the Summer Food and Craft Market, which already attracts over 30,000 visitors, we are expanding the Market to run over 2 days, canal barges will be arriving in Brighouse from across the North, there will be music performances on two stages and a beer festival of local real ales.

WE NEED YOU

Our 1st Canal Festival was a huge success with over 50,000 visitors, We are now in the process of planning the 2nd Brighouse Canal Festival and we aim to make this another premier event in Yorkshire.

Without your kind sponsorship this fantastic event will simply not be possible, we have to self-fund every event we hold as we receive no grant funding or assistance from the local council.

Please read on and take a look at this year's sponsorship opportunities. Not only will you be supporting a great cause but it's also a unique and effective way to promote your business.

BARREL SPONSOR



- ✓ INCLUSION IN THE SPONSORS LISTING
 - ✓ ADVERT ON THE BARREL BANNER
 - ✓ ADVERT ON YOUR PUMP
 - ✓ FEATURED IN FESTIVAL LEAFLET ALONGSIDE THE BEER
 - ✓ DISCOUNT ON OTHER SPONSORSHIP OPPORTUNITIES (15%)
 - ✓ 2 FREE TICKETS
-

FESTIVAL LEAFLET

Barrel sponsors will be included in the sponsorship listing within the Festival Leaflet. The leaflet will be distributed before and during the Festival and is a great keepsake of the day. In the Festival Leaflet each company will receive space for the following items; company logo, 30 word description, address, phone number, website and email address.

WEBSITE

We have a fabulous new website, if you haven't seen it you probably should! Every sponsor is listed on our sponsorship page and will have their own dedicated page on the website.

BARREL BANNER

A banner will be hung from the roof of the main tent displaying all the beers and drinks on offer. Sponsors are featured next to their barrel.

BAR SPONSOR



- ✓ COLOUR BANNER OVER BAR (WE PRINT YOU KEEP)
 - ✓ INCLUSION IN THE SPONSORS LISTING
 - ✓ WEBSITE PAGE & LOGO ON EVERY PAGE OF OUR WEBSITE
 - ✓ ADVERT IN FESTIVAL LEAFLET
 - ✓ DISCOUNT ON OTHER SPONSORSHIP OPPORTUNITIES (15%)
 - ✓ 4 FREE TICKETS
-

FESTIVAL LEAFLET

Bar sponsors will be included in the sponsorship listing within the Festival Leaflet. The leaflet will be distributed prior to and over the weekend and is a great keepsake of the day. In the Festival Leaflet each company will receive space for the following items; company logo, 30 word description, address, phone number, website and email address.

WEBSITE

We have a fabulous new website, if you haven't seen it you probably should! Every sponsor is listed on our sponsorship page and will have their own dedicated page on the website. Bar sponsors will also have their logo featured on every page of the website.

BAR BANNER

A banner will be hung from the roof of the bar tent displaying all the beers and drinks on offer. Sponsors are featured next to their barrel.

STAGE SPONSOR

MAIN STAGE – BETHEL STREET CAR PARK

£650

THE OTHER STAGE – THORNTON SQUARE

£350

- ✓ COLOUR BANNER OVER STAGE (WE PRINT YOU KEEP)
 - ✓ INCLUSION IN THE SPONSORS LISTING
 - ✓ WEBSITE PAGE & LOGO ON EVERY PAGE OF OUR WEBSITE
 - ✓ ADVERT IN FESTIVAL LEAFLET
 - ✓ DISCOUNT ON OTHER SPONSORSHIP OPPORTUNITIES (15%)
 - ✓ 6 FREE TICKETS
-

THE STAGES

We are planning to feature an impressive array of locally based bands and artists and with a varied range of music, from blue grass to acoustic and much more so as to appeal to all tastes.

We expect in excess of 50,000 people to attend the Brighthouse Canal Festival, the prime sponsorship spot of the stages is a valuable advertising opportunity not to be missed. The stages will have all day long entertainment on both days of the Festival and are a focal point of the festival.

FESTIVAL LEAFLET SPONSOR

£50

- ✓ ADVERT IN THE FESTIVAL LEAFLET
 - ✓ INCLUSION IN THE SPONSORS LISTING
 - ✓ DISCOUNT ON OTHER SPONSORSHIP OPPORTUNITIES (15%)
-

GALA CONCERT SPONSOR

£750

- ✓ NAMING RIGHTS TO SATURDAY EVENING GALA CONCERT
FEATURING PREMIER ARTISTS AND BANDS
- ✓ INCLUSION IN THE SPONSORS LISTING
- ✓ WEBSITE PAGE & LOGO ON EVERY PAGE OF OUR WEBSITE
- ✓ ADVERT IN FESTIVAL LEAFLET
- ✓ DISCOUNT ON OTHER SPONSORSHIP OPPORTUNITIES (15%)
- ✓ 6 FREE TICKETS

HOW TO SPONSOR

So you've decided to play a part in our Canal Festival, there are a few key things that we need from you so that everything runs smoothly.

- ✓ YOUR FULL NAME
- ✓ YOUR EMAIL ADDRESS
- ✓ YOUR FULL POSTAL ADDRESS
- ✓ YOUR TELEPHONE NUMBER
- ✓ SPONSORING COMPANY NAME
- ✓ HIGH RESOLUTION LOGO
Taking one from your website is usually not suitable
- ✓ TEXT ABOUT COMPANY
30 words, for the Festival leaflet/website
- ✓ COMPANY CONTACT DETAILS
For the Festival leaflet/website
- ✓ COMPANY WEBSITE
For the Festival leaflet/website
- ✓ PAYMENT METHOD
Cheque/Cash/Transfer

To become a sponsor or if you have any questions contact:

Lesley Adams

lesley@simplyflowers.co.uk

01484 400664

CHEERS!

SEE YOU THERE