



Sponsorship Opportunities

From becoming our Headline Sponsor to a one off advert on our e-newsletter, we have packages to suit all budgets and marketing objectives, and we are always open to new ideas!
With adverts starting from just £25, you could feature ...

Some examples of packages we have offered at previous events & festivals:

£25 – A Mention in the official online programme, website and a certificate of support.

£50 – Credit & Advert in the online programme, certificate of support, and an entry on the online festival supporters board.

£100 - Sponsor a Demonstration, Performer or a Workshop.

£250 Sponsor an Area or Stage

We have a fantastic selection of areas and stages at our event that can be branded with your flags/banners all providing excellent visibility to a very relevant audience: Artisan Food Halls, Live Music stage, Talks & Tastings Tent, Cookery Theatre & Chef Demos, Kids Cookery Classes, Arts & Crafts tent, are all perfectly poised to get your message across to everyone on our event site!

£500 Exclusive Promotional Area

Create your own zone at one or more events to promote your product or service with exclusivity. We welcome all kinds of promotions, from big brands to smaller niche sectors.. we encourage all to apply who offer "something a bit different".

£1000 HEADLINE SPONSOR

Your chance to headline as a major sponsor. Includes main stage & event banner locations, company logo on the festival website & on the online festival supporters page as well as a certificate of support.



WHY SPONSOR ?

When considering sponsorship opportunities, the key question on many organisations' minds is how will the show deliver the crowds, the brand exposure and create value for the sponsors?

One element of achieving these objectives is the marketing activities undertaken to promote and develop the event.

Below is a list of what we are planning, however we are also open to exploring new ideas:

Newspapers/Magazines

Adverts are placed in good quality regional, weekly newspapers and a number of specialist monthly magazines. All adverts are sizable and placed in prominent areas of the publication.

Direct Marketing

We regularly undertake direct marketing activities that target specific market segments using data held on our data bases that have been built up over a number of years.

Website

All sponsors have the opportunity to utilise the website and we are flexible in our approach to the best ways of maximising your sponsorship opportunity through our web page.

Posters and Flyers

As well as marketing and promoting the event on roadside boards we also distribute posters locally to shops, hotels, waiting rooms, farm shops, supermarkets etc.

In addition, we'll distribute up to 8,000 flyers in the weeks prior to the Festival.

75 Food Festival roadside boards around the Forest of Dean and on main A roads leading into the area

8,000 Flyers

Regional TV / Regional Radio

Radio advertising on-site during the event with potential live feeds from local radio stations. In the past we have worked with Sunshine Radio, BBC Radio Gloucestershire, Dean Radio.

Social Media

Dedicated tweets and updates on our social media. Facebook, Twitter, Instagram.

BENEFITS OF SPONSORSHIP

Sponsorship packages are not just about providing exposure to you on the days of the event as sponsors, depending on the package, reap the benefit of continued exposure throughout the year. To further offer longevity in their investment, sponsors from the previous year are also included in the schedules that are produced in the following year. For us sponsorship is essential for the survival of the event, not only does it help financially but the association with successful companies reflects positively on the Food Festival.

Not all sponsorship is appropriate for our audience and we offer a number of packages that allow sponsors to focus their brand exposure on a targeted demographic. Sponsorship must benefit both the Food Festival and the sponsor, thus creating a "win win" situation for both parties.

Whether it's used to promote your business through corporate hospitality or through being the principle sponsor of the main festival or a part of the event, the packages can be carefully tailored to maximise specific corporate objectives.