



**FAMILY  
FEST 2020**

**SPONSORSHIP OPPORTUNITIES**



## Background

Established in 2018, the event has brought together over 1000 people on small event sites at both Branksome Recreation Ground and Kings Park. With a selection of different traders, over 7 hours of free live entertainment, fun fair for the children and our food stretch, Family Fest is a free event for all to enjoy on a safe, vibrant and energetic site.

## What Happens

For 2020, on our brand new event site, we will have over 50 traders, fun fair, over 13 hours of free live entertainment across the two days, new children's area, a dog show, vintage car show and more across our 10 acres event site.

Our traders list has the best local businesses, amazing produce and fantastic hand crafted items, while our live entertainment programme features the best talent locally!

## When & Where?

Family Fest 2020 takes place on Saturday 30<sup>th</sup> May and Sunday 31<sup>st</sup> May 2020 at Wimborne Showground, just off the A31.

## What can Family Fest do for you?

Family Fest brings a variety of families across Dorset into one festival site. Offering unique sponsorship opportunities, it is a perfect venue to create engaging brand experiences, connecting your brand with your consumers and target market.

With a variety of advertising opportunities available including website, social media and programme as well as opportunities to promote your brand on our mini festival site, we are the perfect place to advertise to both local and national families who visit the event site across the two days.



**FAMILY FEST HAS THE AIM OF BRINGING FAMILIES AND THE COMMUNITY TOGETHER**

## Exposure

In 2018, Family Fest had just some of the following coverage:

**DAILY ECHO**



The Family Fest events team continue to challenge and stretch themselves to create a stronger event overall. We use traditional marketing on our social media alongside our website and also exposing the event across local tourism websites and radio - giving sponsors the access to local and county wide audience opportunities.

At Family Fest, we commit to some of the following marketing schemes...

- Printed advertising (flyers, posters & banners)
- Website advertising across both tourism, news and radio, both local and county wide
- Working with a selection of partners engaging with an online audience across the local area as well as well as the county

Across Facebook, Twitter and Instagram, we have over 1000 followers and our website has 100's of views each week.





| Sponsorship Opportunities<br>& Breakdown of Benefits   | Title Partner<br>Sponsor (£1000)<br>One Available | Media Sponsor<br>(£500)<br>One Available | Children's Area<br>Sponsor (£500)<br>Two Available |
|--|---|--|--|
| <b>Printed Marketing &amp; Website Advertising</b><br>Logo on all printed marketing including flyers, posters and banner (pre February 2020) as well as clothing and website advert on both <a href="http://www.coastprintdesign.co.uk/family-fest">www.coastprintdesign.co.uk/family-fest</a> and <a href="http://www.coastprintdesign.co.uk">www.coastprintdesign.co.uk</a> from Feb 2020 to July 2020 |   |  |  |
| <b>Website Advertising</b><br>Website advert on both <a href="http://www.coastprintdesign.co.uk/family-fest">www.coastprintdesign.co.uk/family-fest</a> and <a href="http://www.coastprintdesign.co.uk">www.coastprintdesign.co.uk</a> from April 2020 to June 2020  |   |  |  |
| <b>Online Engagement</b><br>Promoted across our Facebook, Twitter & Instagram pre, during and post festival  |   |  |  |
| <b>Press Launch</b><br>Press launch photos with our travel partner and event charity as well as being in our dedicated press release going to local news, radio and other medias in the local area   |   |  |  |
| <b>A 3m x 4m trading stand</b><br>Trading space for both days of the festival  |   |  |  |
| <b>A 3m x 6m trading stand</b><br>Trading space for both days of the festival  |   |  |  |
| <b>Official Family Fest Programme</b><br>Logo on the front cover (pre April 2020) and full page advert space   |   |  |  |
| <b>Half Page Advert Space</b>  |   |  |  |
| <b>Area Branding</b><br>Branding on selected sponsorship area (provided by the brand)  |   |  |  |
| <b>Main Entrance Branding</b><br>Branding at the main pedestrian entrance to the festival site (provide by the brand)  |   |  |  |
| <b>Public Address</b><br>Sponsor messages and sponsor announcements throughout the weekend from festival stage   |   |  |  |

**PREVIOUS PARTNERS INCLUDE...**



# FAMILY FEST 2020

## TITLE PARTNER SPONSOR

### Proposition:

- For £1000 - this is an exclusive opportunity to become our main partner for the event
- Large audience reach both pre, during and post festival
- Unique opportunity to engage with many local families and the community via traditional marketing including website and social media

### Working Together:

The Family Fest team will work together with your brand and provide the following:

### Pre Festival

- Online engagement across Facebook, Twitter and Instagram
- Press launch photo and press release with our event team, travel partner and event charity
- Printed marketing & website advertising

### During the Festival

- Online engagement across Facebook, Twitter and Instagram
- 3m x 6m trading space for the whole weekend
- Official Family Fest Programme
- Main entrance branding
- Public address

### Post Festival

- Online and social media references
- Advert on our official website





# FAMILY FEST 2020

## MEDIA SPONSOR

### Proposition:

- For £500 - this is an opportunity to become our media partner for the event
- Large audience reach both pre, during and post festival
- Unique opportunity to engage with many local families and the community via traditional marketing including website and social media

### Working Together:

The Family Fest team will work together with your brand and provide the following:

- Website advertising
- Online engagement across Facebook, Twitter and Instagram pre, during and post festival
- 3m x 4m trading space for the whole weekend
- Half page advert in our official programme
- Area branding around the main stage including banners and other printed materials
- Main entrance branding including banners and other print materials



# FAMILY FEST 2020

## CHILDREN'S AREA

### SPONSOR

#### Proposition:

- For £500 - this is an opportunity to become our one of two children's area partners for the event
- Large audience reach both pre, during and post festival
- Unique opportunity to engage with many local families and the community via traditional marketing including website and social media

#### Working Together:

The Family Fest team will work together with your brand and provide the following:

- Website advertising
- Online engagement across Facebook, Twitter and Instagram pre, during and post festival
- 3m x 4m trading space for the whole weekend
- Half page advert in our official programme
- Area branding around the main stage including banners and other printed materials
- Main entrance branding including banners and other print materials





# ADDITIONAL SPONSORSHIP PACKAGES

At Family Fest, we also have the following small sponsorship packages available, great for promoting your brand to local families and the community.

## Bannering:

Advertise your business via traditional banner marketing at either our main pedestrian entrance onto the site or around the site itself.

- £50 - main entrance spot
- £30 - located in a certain area spot

## Official Programme Advertising:

Promote your business with either a full page, half page or quarter page advert with our official programme. Printed 1000 times in A4, our official programme will be available to all, for free.

We have the following slots available:

- £30 - A4 full page advert **\*\* LIMITED AVAILABLE \*\***
- £20 - Half page advert
- £10 - Quarter page advert

Our programme will also be live on our website around two weeks before the event up until July 2020.

## Website Advertising:

Advertise on the home page of our website, [www.coastprintdesign.co.uk/family-fest](http://www.coastprintdesign.co.uk/family-fest) and [www.coastprintdesign.co.uk](http://www.coastprintdesign.co.uk) before, during or after the event for...

£20 per advert **\*\* LIMITED AVAILABLE \*\***







**IF YOU ARE INTERESTED IN FINDING OUT MORE,  
CONTACT ROB VIA EMAIL AT**

**[rob@coastprintdesign.co.uk](mailto:rob@coastprintdesign.co.uk)**

**OR MESSAGE US VIA FACEBOOK, TWITTER & INSTAGRAM**

**[@FamilyFest2020](#)**