

SPONSORSHIP OPPORTUNITIES

Leigh Folk Festival 2023

**LEIGH
FOLK
FESTIVAL** 



EVENT OVERVIEW

Leigh Folk Festival is a long-established staple of the UK's folk scene that takes place against the beautiful backdrop of Leigh-on-Sea, within the City of Southend. Running continuously for over 31 years (except for 2020-21 due to Covid-19), it has welcomed tens of thousands of visitors to a majority free-to-attend cultural staple that celebrates a broad spectrum of music and performance. It is run by community arts charity Leigh Folk Arts and its team of dedicated and passionate volunteers, which aims to make grassroots culture accessible-to-all. Leigh Folk Festival is an annual event that can provide opportunities to increase brand profile and put products and services in front of 10,000+ festival-goers with our sponsorship packages.

KEY STATS

4 DAY

multi-venue festival across Leigh-on-Sea

10K+ ATTENDEES

local, national and international

14+ PERFORMANCE SPACES

150+ PERFORMERS

local, national and international across all disciplines

31 YEARS

the event was established in 1992

18.9K REACH

across our channels Facebook, Twitter and Instagram

1.3K+ SUBSCRIBERS

who've signed up to our festival newsletter

1.5K VISITS

to leighfolkfestival.com every month

60/40 SPLIT

60% female and 40% male online audience

25-50 AGE RANGE

of our online audience (average)

OUR GOALS FOR 2023

Green commitments

We're committed to investing money into improving the green credentials of the festival. We've set ourselves 3 goals to continue for 2023:

- Eliminate single-use plastics at the event
- Send no more than 40% of waste to landfill
- Reduce food and drink waste by sending surplus to local charities

Promoting local performers

We want the festival to be a platform for local artists, creators and performers to showcase their talent, grow their reach and expand to new audiences that they may have previously found hard to reach. We blend local performers throughout the lineup so that they get the opportunity to perform side by side with national artists.

Supporting up and coming talent

We're committed to increasing our support for young and up and coming performers. As an incubator for up and coming talent, we have a dedicated stage solely to promote new artists, in our Buskers Square space. And for those even earlier on in their musical journey, we have an Open Mic competition.



Fair artist payment

Post-pandemic 65% of musicians are still facing financial hardship. More than 70% of musicians have been asked to work for free. As a small community arts charity which organises a significant festival, we're taking big steps to change this. We believe that all artists should be paid for their time no matter how big or small they are or where they feature on the programme and that's why we doubled our performers' budget last year and are backing the Musicians Union Fighting For Fair Pay for musicians.

Increasing interactivity

In 2023 we are set once again increase our investment in nonmusical activities, with a dedicated area for children's activities, spaces for workshops, film screenings, more spoken word, street theatre and performance art, as well as traditional and alternative dance.

Attendee experience

We plan to invest more money into the festival experience in 2023, improving the events production, site decor and theming. We'll do this by continuing to purchase assets that can be used over multiple festivals and contracting and hiring through local businesses.

Updated brand and website

We continue to give our brand a makeover and plan to help showcase all that we do for the community.

WHY WE NEED YOUR HELP

As a small, completely self funded arts charity, run in the main by volunteers, we need support from brands such as yours to fund the event and help us to achieve our goals.

With rising production costs (circa £50k pa), our desire to improve the festival experience and create other community events throughout the year means that we require your support now more than ever.

Previous partners of Leigh Folk Arts



In addition to helping develop and enrich the city of Southend's cultural offer, sponsors will also enjoy varying levels of complimentary guest list and/or hospitality packages. Leigh Folk Festival's multi-venue approach means that across the event's four days there are a host of options for you to celebrate with staff during the summer season or to host clients and prospects. These include a seated acoustic evening by candlelight, a unique open-air comedy night, and a headline concerts in St Clement's Church.

Each of our sponsorship packages offer participating brands considerable direct exposure to festival attendees, and publicity across the region to help enhance brand image and increase business levels.

The Leigh Folk Festival committee is passionate about showcasing an eclectic and exciting mix of music performances, artists and activities and we hope you are too. Sponsorship provides a unique opportunity for your business to show support for this unique festival, promote the region and benefit from the many marketing opportunities on offer.

PACKAGES

Donation level

Philanthropic investment in the form of a corporate donation, this is the simplest way of supporting the event, donations are tax-deductible.

Festival friend – £250+

Show the support of your brand for this fantastic, free, community event, a very valuable way for the traders in Southend City to help sustain the festival.

This includes

- Your logo on our website listed as a friend of the festival
- Logo on stage side banners
- Personalised artwork to post on social media to show your support of the festival
- Two complimentary tickets to an evening concert of your choice

Festival partner – £500+

We're forever grateful for the support of local brands, without your help this event would not be possible.

This includes

- Logo on the website listed as a festival partner
- Logo on stage side banners
- Logo and thank you in event program
- Logo on the footer of our newsletter (1,300+ subscribers)
- Personalised artwork to post on social media to show your support of the festival
- Joint social media post thanking festival partners (social reach of 18,900+)
- Five complimentary tickets to an evening concert of your choice



Major partner – £2,000+

Provide the much needed financial support for this community event while honing in on your target audience.

As a major partner, your brand is positioned to have maximum exposure and engagement opportunities throughout the duration of Leigh Folk Festival.

This includes

- Logo on the website listed as a major partner
- Logo on stage side banners
- Logo printed on promotional flyers & posters
- Logo printed on promotional banners
- Logo on the footer of our newsletter (1,300+ subscribers)
- Logo and thank you in event program
- Personal social media post thanking your brand for its support (social reach of 18,900+)
- Opportunity for private corporate entertaining at cost (private drinks reception or private performance)
- 10 complimentary tickets to use at any of our evening concerts with priority seating
- Half-page advertisement in the programme
- Mention in our email newsletter promoting your services/product (1,300+ subscribers)
- Joint press release

Headline partner – £5,000+

Deliver the highest visibility possible, the deepest integration opportunities, and provide seamless promotional exposure by aligning your brand with Leigh Folk Festival as a top promotional partner across the entire event. This package is limited to one.

This includes

- The event referred to 'Leigh Folk Festival in partnership with Your Company Name'
- Logo on the website listed as the headline sponsor partner
- Logo on stage side banners
- Logo printed on promotional flyers & posters
- Logo printed on promotional banners
- Logo on the footer of our newsletter (1,300+ subscribers)
- Logo and thank you in event program
- Personal social media post thanking your brand for its support (social reach of 18,900+)
- Opportunity for private corporate entertaining at cost (private drinks reception or private performance)
- 20 complimentary tickets to use at any of our evening concerts with priority seating
- Complimentary food (20 tokens) and drinks (40 tokens)
- Full-page advertisement in the programme
- Joint press release
- Dedicated newsletter to our mailing list promoting your services/product (1,300+ subscribers)
- A concession pitch at the event to present your service/product to our audience (10,000+ attendees over 3 days)

Concert sponsorship – £650–£900

Limited to one sponsor per ticketed evening concert, 6 in total.

Opening night – Seated concert by candlelight – £650

The opening night of the festival sees us take over Leigh Community Centre for a very intimate seated show by candlelight, bringing some of the biggest up and coming folk talent to Leigh on Sea. This event has sold out for the past three years!

Comedy Gala – Seated outside event in Leigh Library Gardens – £850

After the success of last year's event, we bring comedy to Leigh Folk Festival again in 2023. We expect this to be a sell-out show of over 500 people packed into Leigh Library Gardens for a gala of 10 comedians from across the country with many famous faces from Mock the Week, Live at the Apollo and Comedy Roadshow.

St Clements Church – Saturday concert – £900 each

Support one of our headline ticketed concerts in the historical St Clements Church. Line-ups TBC



These packages include

- Concert advertised as Your Company Name presents
- Logo on the website as a partner
- Logo on all artwork for the concert
- Your brand tagged whenever the concert is posted to social media
- Listed as the concert sponsor in the concert press release
- Listed as the concert sponsor on the ticket page
- Listed as the concert sponsor when we announce the concert to our mailing list (1,300+ subscribers)

Stage sponsorship – £400 – £900

Main stage – £900

Lower stage – £600

This includes

- Sponsored stage referred to as Your Company Name main/acoustic/lower stage on all collateral including website, printed material and program
- Logo on the stage backdrop
- Logo on all artwork
- Logo printed on promotional flyers & posters
- Logo printed on promotional banners
- Logo on the footer of our newsletter (1,600+ subscribers)
- Logo and thank you in event program
- Joint social media post thanking festival partners (social reach of 18,900+)

Area / activity sponsorship

Your support allows us to program fantastic free activities for the community.

Children's area – £1,500

Associate your brand with the children's activity area at the main festival site, Leigh Library Gardens. The area comprises a range of free activities including arts and crafts, workshops, spoken word and other hands-on activities organised by Leigh Folk Festival and our community partners.

These packages include

- Your brand associated with providing free activities to the local community
- Area/Workshop advertised as Your Company Name creative corner Logo on all artwork in relation to the area/activity
- Logo on the website listed as a partner
- Logo printed on promotional banners
- Your brand tagged whenever content for the area/workshop is posted to social media
- Listed as the sponsor in the area/workshop press release
- Listed as the sponsor when we announce the area/workshop to our mailing list (1,300+ subscribers)
- Logo on the footer of our newsletter (1,300+ subscribers)
- Logo and thank you in event program

SPONSORSHIP EXCLUSIVITY

For an additional fee we can offer sponsorship category exclusivity, this will ensure you're the sole partner within that category. Prices vary, please get in touch to discuss pricing. Some of the available categories include (but are not limited to):

- Craft beer
- Estate agents
- Insurance
- Finance
- Dining restaurants
- General consumer
- Electronics
- Hotel
- Multiple non-alcoholic beverage categories
- Telecomm Providers
- Distilled Spirits
- Wine
- Car Rental
- Transportation
- Travel services



Our packages are flexible, so if you have any special requests or would like to pick elements from different packages please do let us know and we can look to create a package that suits your requirements.

Outside of these packages we also offer opportunities for food and drink brand activation, interactive installations or artwork and unique giveaways. We would be delighted to discuss any unique or special requirements you have e.g. the display of A-frames or banners, distribution of flyers, branded decor or corporate hospitality.

Leigh Folk Festival is a Charitable Incorporated Organisation, charity no. 1171298.

Donations from individuals, including sole traders, can qualify for Gift Aid. Companies may offset charitable donations against corporation tax.



**LEIGH
FOLK
FESTIVAL**

GET IN TOUCH

If you're interested in any of our packages, have any unique or special requirements or would like to know any more information then please get in touch.

Nick Dart

Partnership Manager

partnerships@leighfolkfestival.com