



Saturday 3rd June 2017



Sponsorship Opportunities

www.accringtonfoodfestival.co.uk

 www.twitter.com/AccringtonFood

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Get involved!

Accrington Food Festival – formerly Lancashire Food Festival – is set to be bigger and better than ever in 2017!

Here in Hyndburn we have a population of 87,000 and we are actively targeting and enticing a footfall of more than 14,000 people at this year's event.

All of the action will be packed into a single day, Saturday 3rd June, to make sure visitors, exhibitors and sponsors alike get the most from the experience.

We know everything that's great about Accrington and the wider area's delicious produce. Our focus is on handpicking and showing off all of the incredible food and drink on offer in our region, declaring our firm support for farmers and independent traders and encouraging everyone to share our passion for shopping local. Plus to add some zest we have the Continental Market.

We want to work together to shout the message from the rooftops!

This year's special guest will once again be celebrated TV cook and writer, the 'beer chef' Richard Fox.

Sponsoring this fabulous event is set to be a real coup for your business. We are poised to gain fantastic exposure and visibility across the area, in the press and across various online and social media platforms. There is going to be a real buzz about town and we want you to be part of it!

We've put together plenty of options so whatever your budget, you can find a way to get on board, join in the fun and enjoy an amazing opportunity to boost your brand awareness.

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Where

Accrington Town Centre

Broadway and on Peel Street for stalls

Market Hall for children's cake decorations

Town Hall Vintage Fair.

Date

Saturday 3rd June 2017

Time

9:30 am until 4:00 pm

Marketing Campaign

- Full PR campaign in local press
- 10,000 flyers to upsell the event placed into primary school children's bags.
- 40,000 total with 36,000 flyer maildrop into each home in Hyndburn and 4,000 handouts
- Celebrity chef on the day
- Micro site to sdalifestyle.co.uk to upsell the event and promote plus sponsor communication
- On the day compere with eight local businesses, one regional chef and 40 plus food orientated stalls
- Food Festival catalogue and event plan
- Facebook and Twitter support via dedicated pages and account to existing 6,000 followers and new accounts
- Media campaign in press; Lancashire Evening Telegraph / Accrington Observer / Live Ribble Valley, radio and social media streams
- Video of the event with YouTube uploads

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Sponsorship Media Partner / Advert Packages / Stalls

Gold Sponsor x 2 available **£2,500 each**

- Social media each week
- Branding on website and all press advertising
- Exclusive press coverage
- Use in all PR & Marketing (Banners included)
- Main brochure advert & page branding for use in maildrop to 36,000 homes, plus 4,000, as handouts in civic buildings
- Radio advert and stage branding
- Programme advert
- 9,500 school bag mailer branding
- Ribbon cutting at the event launch

Silver Sponsor x 4 available **£1,250 each**

- Marketing & PR
- Flyer maildrop to 36,000 homes, plus 4,000 handouts
- Programme advert

Bronze Restaurant Partners x 4 **£250 each**

- The Festival will provide a showcase for local restaurants and their chefs. It promotes local produce and local food and drink producers and, importantly, it supports the local restaurant economy encouraging visits by new customers, loyalty from existing users and spend.
 - o Ability to showcase your establishment, your menu and your chefs in the kitchen theatre
 - o We will promote your restaurant as part of a three month lead-in campaign including advertising, e-marketing, direct mail and PR
 - o All partner restaurants will this year have a voucher printed in a pull-out of the main festival guide to encourage a visit to your establishment.

Town Centre Branded Banner Signs **£230 each plus artwork**

- Size - 3m x 50cm - Portrait
- Production of vinyl with application over a four week period



Local Business Sponsorship Advert

- Programme entry in the event programme

Strip ad £100 plus artwork if not supplied

Special sponsorship packages can be tailored to your needs – for more information contact:

Sue Lawson

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V4 16/01/17



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SPONSORSHIP APPLICATION

Main Sponsor x 2 available	<input type="checkbox"/> £2,500 each + VAT
Silver Sponsor x 4 available	<input type="checkbox"/> £1,250 each + VAT
Key Restaurant Partners x 4 available	<input type="checkbox"/> £250 each + VAT
Town Centre Branded Banner Signs	<input type="checkbox"/> £230 + VAT plus artwork
Local Business Sponsorship Advert	<input type="checkbox"/> £100– 1 strip ad + VAT plus artwork
Contact name	
Business Name	
Company Address	
Postcode	
Tel No	
Email	
Website	

50% DEPOSIT OR FULL PAYMENT REQUIRED BY 31st MARCH 2017- BALANCE PRIOR TO 31st MAY 2017

All payments should be made payable to Scott Dawson Advertising Ltd.

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