



Saturday 1st June 2019



Sponsorship Opportunities

www.accringtonfoodfestival.co.uk

 www.twitter.com/AccringtonFood

Get involved!

Accrington Food Festival – formerly Lancashire Food Festival – is set to be bigger and better than ever in 2019!

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 next year's event.

All of the action will be packed into a single day, Saturday 1st 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 will have the Continental Market.

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

Next 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.



Where

Accrington Town Centre

Accrington's new Town Square for the main stage and Food Festival

Market Hall for children's cake decorations

Broadway for the Continental Market (this also runs on Friday)

Date

Saturday 1st June 2019

Time

10:00 am until 4:00 pm

Marketing Campaign

- Full PR campaign in local press
- 10,000 flyers to upsell the event with 9,000 placed into primary school children's bags.
- 40,000 total with 36,000 flyer mail drop into each home in Hyndburn and 4,000 handouts
- Celebrity chef on the day
- www.amazingaccrington.co.uk to cross sell the event and promote plus sponsor communication
- On the day compere with up to four 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 accounts to existing 6,000 followers and new accounts
- Media campaign in press; Lancashire Evening Telegraph / Accrington Observer / local radio and social media streams
- Video of the event with YouTube uploads

Sponsorship Media Partner / Advert Packages / Stalls**Gold Sponsor x 3 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 mail drop to 36,000 homes, plus 4,000 as handouts in civic buildings
- Radio advert and stage branding
- Programme advert
- 9,000 school bag mailer branding
- Ribbon cutting at the event launch

Silver Sponsor x 2 available £1,500 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 Lamp Post Banner - £280 each plus artwork

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

**Local Business Sponsorship Advert- size 108mm x 30mm**

- Programme entry in the 40,000 maildrop

Strip ad £150 plus artwork if required

½ page advert in 40,000 mail drop- £ 500

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

Sue Lawson 01282 426846 / 07841 471900 sue@scottdawson.co.uk

SPONSORSHIP APPLICATION

Main Sponsor x 1 available	<input type="checkbox"/> £2,500 each + VAT
Silver Sponsor x 2 available	<input type="checkbox"/> £1,500 each + VAT
Bronze Restaurant Partners x 4 available	<input type="checkbox"/> £250 each + VAT
Town Centre Branded Lamp Post Banners	<input type="checkbox"/> £280 + VAT plus artwork
Local Business Sponsorship Advert in maildrop	<input type="checkbox"/> £150– 1 strip ad + VAT plus artwork
½ page advert in 40,000 maildrop	<input type="checkbox"/> £500 + VAT plus artwork
Contact name	
Business Name	
Company Address	
Postcode	
Tel No	
Email	
Website	

FULL PAYMENT REQUIRED BY 26th APRIL 2019

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

Or via BACS: Sort code 05 03 53 / Account Number 23506574