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## **Bristol Harbour Festival**

31st July – 1st August 2010

Bristol Harbourside

## **Friends of the Festival**

Sponsorship opportunities

**BRISTOL HARBOUR**



[www.bristolharbourfestival.co.uk](http://www.bristolharbourfestival.co.uk)

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## I am delighted to introduce the Bristol Harbour Festival 'Friends of the Festival' initiative.

The Harbour Festival is one of Bristol's best-loved events, attracting over 200,000 visits from a wide cross section of people from Bristol and the surrounding region.

The festival offers an extensive programme of entertainment aimed at a broad audience, including ships and boats, children's entertainment, a fantastic array of local and continental markets, and the city's most popular annual fireworks show. It is a showcase of the wealth of the city's talent in the performing arts and a platform for visiting performers from around the globe, with music, circus and dance stages.

A number of exciting new developments this year will include a family area in Castle Park, a 'county fair' inspired attraction on the Amphitheatre, and a new partnership with Bristol Old Vic bringing outdoor theatre to King Street.

The festival contributes an estimated £5m to the Bristol economy each year and is an outstanding opportunity for businesses to interact and communicate with the local population.

This year we are delighted to announce the launch of the 'Friends of the Festival' initiative, enabling more businesses like yourselves to become involved and show their support for the festival and of course there are opportunities for your business to promote itself in the programme and on the incredibly popular web site. Further details on these commercial opportunities follow on the next pages. Thank you in advance for your support. We look forward to welcoming you at the festival.

Best wishes,

**David Pyne**

Marketing and Sponsorship Manager, Bristol City Council

Event organised by Bristol City Council Arts and Culture

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## Friends of the Festival

Bristol Harbour Festival is inviting businesses located in the harbour area to become Friends of the 2010 Festival.

There are two groups of Friends available, each with its own package of benefits and first prize to be selected through a draw.

The Friends initiative is designed to enable local businesses to support the event with the added prospect of a chance of securing a priceless piece of sponsorship and promotion.

We understand that the Bristol Balloon Fiesta organisers are also approaching local businesses offering prize draw tickets. Please don't see these two events as being in competition - they both add hugely to the attraction of Bristol as a destination, and provide complementary offers for local residents over the summer months.

We hope that you will be able to support both events and double your chances of winning a valuable promotional prize for your business.

The draw for the first prizes will take place at the beginning of June 2010.

We will ensure widespread media coverage of the winning companies through a press release including quotes, and a feature on the festival website.

Closing date for Friends of the Festival – 31st May.



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## Corporate Friends

Aimed at companies with offices within the harbour area, all Corporate Friends of the Festival will receive the following benefits package:

- Friends logo on the festival wayfinders (measuring 3m x 1.2m), located around the festival site (minimum of 15).
- Company logo on the 'Friends of the Festival' page in the programme (50,000 copies).
- Company logo on the festival web site, with links (60,000 unique users in 2009).
- Access for 6 guests to the festival's VIP marquee on the Saturday night (31st July).
- Open access for unlimited guests at other times during the festival.

### Winners prize

#### 1. Principal sponsor position

The winners logo will be positioned prominently on all festival print and the website, along with the festival's other main sponsors (maximum of four), and the city council. This will include the cover of the festival programme and the website home page with link.

Full page inside front cover in the festival programme.

#### 2. Sponsorship of the Matthew

The winning company will be the sponsor of the Matthew, Bristol's iconic ship, and will be provided with a full size sail carrying the company logo. The Matthew will be sailing around the harbour throughout the festival, offering a high profile moving branding opportunity.

The winner will have exclusive use of the vessel for 40 guests on the Saturday night (31st July) including a tour of the harbour and mooring for prime viewing of the festival's famous fireworks show.

#### 3. Promotion through the festivals media partners

**Corporate Friends fee: £2,000**

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## Leisure Sector Friends

Aimed at public facing businesses located in the harbour, including leisure attractions, restaurants, bars and hotels. All Leisure Sector Friends of the Festival will receive the following benefits package:

- Box advertisements on 10,000 maps in lanyards, distributed free at the festival. Space for 24 box ads.
- Tower advertisement on the festival website with links
- Company logo on the 'Friends of the Festival' page in the festival programme (50,000 copies)
- Company logo on the 'Friends of the Festival' page on the festival web site, with links (60,000 unique users in 2009)
- Access for 2 guests to the festival's VIP marquee on the Saturday night 31st July
- Open access for unlimited guests at other times during the festival.

### Winners prize

#### 1. Sponsorship of Queen Square music stage

The winning company will be the sponsor of the festival's main music stage in Queen Square, programmed by Colston Hall, and will be provided with stage branding for the festival.

#### 2. Access for 20 guests to the festival's VIP hospitality on Saturday night (31st July)

#### 3. Full page outside back cover of programme (50,000 copies)

#### 4. Banner ad on home page of festival website.

#### 5. Company logo prominently displayed in 1st position on the 'Friends of the Festival' page in the festival programme, and on the festival home page along with other key sponsors.

**Leisure Sector Friends fee: £1,500**



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For more information and to discuss the partnership opportunities, please contact



Tel: 0117 906 4060

Email: [info@thecliftonagency.com](mailto:info@thecliftonagency.com)

8-10 Whiteladies Road, Bristol, BS8 1PD



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