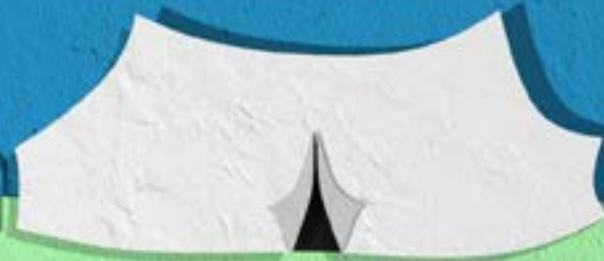


# Warwick

FOLK FESTIVAL



Festival Sponsorship Opportunities



## Sponsorship Options

Full details of our sponsorship packages are listed on page 8.

Yours faithfully,

*Dick Dixon*  
Dick Dixon  
Festival Director



Warwick Folk Festival Ltd, 25 Nailcote Ave, Coventry, CV4 9GJ 02476 678738



The ever popular Warwick Folk Festival returns again this year during the **last full weekend in July**, with a 4-day music and dance extravaganza.

Respecting tradition yet encouraging innovation the festival offers a **huge choice of concerts, ceilidhs, workshops, sing-arounds, dancing, food and drink outlets** and an **extensive selection of children's activities**.

The **friendly welcoming** atmosphere appeals to a diverse audience comprising **dedicated folk fans, mainstream music lovers** and **families** looking for an easy-going event to visit.



We welcome over 15,000 individuals each year

Warwick town plays host to the popular Warwick Fringe Festival



**15,000 individual visitors**  
**300+ performers & musicians**  
**400 Morris dancers**  
**450 volunteers & stewards**

## A Festival of two halves

The Festival site is based in the grounds of Warwick School, and offers weekend camping facilities. Warwick town plays host to the ever popular Warwick Fringe Festival.

A **free Festival Bus** transports visitors around the Fringe's vast array of **colourful dance displays**, planned (and often impromptu) **music sessions, local pubs, restaurants and shops** and **open air concerts**.



Warwick Folk Festival presents a unique and varied opportunity for businesses looking to **raise brand awareness**, **engage directly** with visitors and the community, **fulfil corporate social responsibility** objectives and **reward clients and staff** with hospitality packages.

We are proud to have such an enthusiastic partner community, many of whom have supported the Festival for several years.

*“Warwick is well known for its Folk Festival which is undoubtedly one of the key cultural events for the town. Having experienced the Fringe, I can say with absolute certainty, that it is very well attended and has a clear economic benefit”*

Geoff Spooner, General Manager, Warwick Castle

*“We have been an enthusiastic supporter of the Festival for 7 years. The increased business and sense of involvement has been remarkable. The return on investment cannot be matched through any other form of marketing available to us.”*

Malcolm Cook, Owner, Catalan

## You'll be in good company



## Folky Regulars

Dedicated Folk fans  
Regular weekend attenders  
Aged 30+  
Visiting in pairs or with family  
Travel nationwide  
Enjoy socialising



## Concert Go-ers

Like pop culture when it crosses over into Folk  
Local (45 mins drive)  
Day trippers  
Visiting to see specific bands



## Active Families

Live nationwide  
Want a fun, safe and friendly experience  
Stay for the weekend  
Enjoy outdoor life



## Local Toe Dippers

Live in Warwick  
Music interest but not necessarily Folk  
Day out  
Couples and families



## Key facts

- 15,000 individual visitors during the weekend, many attending on multiple days
- 300+ musicians and performers
- 400 volunteer stewards
- Over 65% visitors are ABC1s
- Age range 3 months to 80 years
- Weekend visitors travel over 50 miles to attend
- 85% of Fringe visitors are local (Warwick, Coventry, Stratford, Birmingham)
- 90%+ visitors have attended 2 or more Festivals
- 31,000+ website visitors per year
- Growing social media base: Facebook, Twitter, YouTube

*"Love the unique connection between the festival site and town"*



*"Enjoyed the peaceful and happy vibe"*

*"A great festival for families with children, many around the site trying out circus skills and workshops, and generally enjoying themselves"*



*"A nice mix respecting tradition and encouraging innovation in folk music"*



The Festival is frequently featured in local press including the Stratford Herald, Solihull Observer, Birmingham Mail, Coventry Telegraph, Kenilworth News and the Warwick and Leamington Courier.

A selection of specialist magazines such as The Living Tradition, This England Magazine, Families Warwickshire and Acoustic Magazine also review the Festival.

BBC Coventry & Warwickshire broadcast a special show live from 10am – 1pm on the Friday.

*“The internationally renowned Warwick Folk Festival has been and gone for another year, bringing thousands of visitors to the region”*  
*Leamington Courier*

*“The event attracts music fans from across the country, and around the world, whose spending power provides a welcome fillip to local shops and businesses”*  
*Leamington Courier*

*“Warwick [Folk Festival] has something special, something I can’t explain to you, something you will need to go and find out about yourself”*  
*The Living Tradition*

We are actively looking for appropriate media partners for the Festival.





## Bronze

Investment £125

- \* Inclusion in website & programme
- \* Window plaque for your premises
- \* 2 complimentary day tickets
- \* personal invite to VIP reception
- \* receive Festival newsletter



## Silver

Investment £300

*As per Bronze plus:*

- \* One Fringe event hosted at your venue
- \* your event featured in the programme
- \* option to purchase additional performances



## Gold

Investment £1,000

*As per Silver plus:*

- \* be the patron of your chosen Festival event, activity
- \* your event named in the programme
- \* company logo rotating on main stage big screen
- \* possible logo inclusion on YouTube channel
- \* 2 complimentary weekend plus Festival tickets
- \* full page feature/ advert in programme



## Platinum

Investment starting at £2,000

*As per Gold plus:*

- Ability to enhance the Gold package by tailoring activities to suit specific objectives
- e.g. Festival Title Sponsor
- Staff hospitality
- Customer special offers
- VIP events
- Exclusive online content
- Promotional via social media

The Warwick Folk Festival will be celebrating its **40th Festival in 2019**. To add an extra special element to this event, we will tell the story of the Festival's history by collecting memories from our visitors over the years. The Festival instils a real sense of community amongst its visitors; many of whom first attended when they were children. It was the first festival attended by Kate Rusby and Seth Lakeman when they were young. We hope this will be a great source of history for the Festival and Warwick itself.

Your business could share in this unique event by providing stories from employees or partnering with us if you have a special anniversary taking place in 2019.

## Festival contacts

**Emma Sharman**

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