



# Lifestyles

Extreme Sports and Culture Festival

## What is Lifestyles?

Lifestyles is an extreme sports and culture festival held annually in Hunstanton, Norfolk. Lifestyles hosts national championships in kitesurfing, windsurfing and street dance



Missed Opportunity

“12,000 spectators” estimated in 2012

## Accessibility of Sport

There are demonstrations from top pro skateboarders and BMXers, as well as local competitions in these sports.

The whole ethos of Lifestyles is about the accessibility of these sports. Taster sessions and workshops run across the weekend for the general public.



## Tasty Promotion Opportunities

### Coverage Packages

#### Display Banners

Multiple banners are available across the weekend at key points on the site. Locations include above the BMX display and at the live music stage. Banner placement will be allocated on a first come, first served basis. Banner size availability is 0.90m x 3.70m. The total cost is £300.00 for 3 banners.

#### Advertise in the Lifestyles Programme

The programme will be essential in providing visitors with information regarding the weekend's events. You will receive a full page advert in a prominent position highlighting your products to the weekend's audience. The cost for a full page advert is £500.00.

#### A Banner on the Lifestyle Website

You can change the banners across the period at no extra cost and there is also the option to have a button on Lifestyles social networking sites. The cost for a banner is £500.00.

#### Exhibition Space

There is an opportunity for an exhibition space across the weekend in a prominent position at the festival. The spaces are approximately 15 x 5m in dimension. The total cost is £600.00 for 3 days.

#### Your logo on all Leaflets and Posters

There will be 15,000 Lifestyles leaflets and 5,000 posters which will be distributed across the east region. Venues include tourist information centres, retail outlets, and sports venues. This package will help to raise your brand awareness both on the weekend and during the lead up to the event. The total cost is £1,000.00.



## Big Impact Packages

### Sponsor the Main Sports Arena

The Street Sports Arena attracts the most spectators during the day hosting events such as street dance, skateboarding, BMX, inline skating and Parkour. You could have exclusive association with this area. This would include branding of skate ramps, and displaying banners and flags etc on the fencing surrounding the different sections within the Street Sports Arena. The arena would become known as the '(your brand) Street Sports Arena.' Total Cost £2,500.00.

### Sponsor the Main Stage

At Lifestyles the area that attracts the most spectators during the evening is the Main Stage. This hosts an array of live music performances, including signed and up and coming unsigned acts. The dome stage itself is visually spectacular and offers plentiful opportunity for promotion of your brand. It can be seen from a considerable distance along the seafront in Hunstanton and creates a focal point for the festival during the evening. The Main Stage would become known as the '(your brand) Stage.' Total Cost £2,500.00.

### Headline Sponsorship

As headline sponsor you will receive all of the above promotion. You will be associated with all event promotion and material.

Your brand name will be associated with the event at all times. For example, the '(your brand) Lifestyles Extreme Sports and Culture Festival.' This package will also include radio coverage, branded staff t-shirts, branding on prize giving backdrops. This package is the ultimate way to maximise your brand awareness through the Lifestyles Festival. Total cost £10,000.00

Don't hang around...



Get in touch!