

BEARDED THEORY FESTIVAL



PROPOSAL FOR SPONSORSHIP

INTRODUCTION

The fancy dress party with Beards, Bands, Arts, Crafts, Weddings, DJs and General Daftness, is a three day event held in the early summer at the start of the festival season.

Described as the best little festival in the country, Bearded Theory burst onto the UK festival scene in 2008, selling out in just 2 weeks and putting on a line up that put some of the major festivals to shame. Heralded a huge success, the festival went onto be nominated and short listed for the best new UK festival, as well as being nominated in a further 8 categories at the UK Festival Awards. True to there word the organisers donated ALL the profit from the 2008 festival to Oxfam.

Following the huge success of 2008, the festival started to lay permanent foundations for future years by securing a ten thousand capacity license from the local authorities for the next five years. The local authorities praised the festivals organisation skills and are looking forward to the festival being a permanent fixture in the Derbyshire Dales calendar.

The music was spread out over five different stages in 2009, which included an outdoor main stage with a heated perimeter and a big top circus tent which used solar power to house the dance arena.

The festival went on to release a massive line up including festival favorites Hawkwind, Dreadzone, Saw Doctors, Neville Staple, New Model Army to name a few. Having expanded 6 times from the previous year the festival sold out with time to spare.

The festival also offers a Beard Styling Parlor, countless workshops, circus skills, site art, Groovy Movie Solar Cinema, Medieval Living Camp, Medieval Market Village, Angel Gardens chill out and crafts area and wandering minstrels, on-site art work, world foods, open mic and camping.

The children's area received heavy investment from the festival and was expanded into a one acre space. The area offered everything from a children's open mic stage, climbing wall, zip lines, play ground, toddler area, breast feeding facilities, Mum and Dad chill out space, tree houses, circus skills, arts and crafts, story tellers, children's carnival, disco tent and loads more. This area was free to use and was a welcoming space for all this year.

Tickets prices were kept small to enable all to attend, it is important to Bearded Theory that no one is left out in the cold and giving the opportunity to all social groups so they can attend a brilliant festival experience.

The Saturday night of Bearded Theory 2009 was hit by a tornado which ripped down the main stage, various stalls, marquees and trader units. The stage collapse resulted in two staff members requiring medical treatment however the injuries were minor and they returned to the festival site the following day. The Council, Police,

Fire Officers and press heralded the festivals organisers for a quick response and an excellent emergency plan.

Staff that work with children are CRB checked and an on site Psychological Supervisor is available 24 hours a day for emergencies. Lost children are cared for 24 hours a day and a strict protocol and strategy is used.

The festival supports the local community in Ashbourne and Hlland Ward by using local contractors, giving free trader pitches to local shops, supporting a local charity and giving free advertising to businesses in the local area. The festival received praise from the local Tourist Information board for bringing extra trade into the Derbyshire Dales district. The sponsor would be involved in making the local community welcome and involved with the event.

The festival aimed to donate all the profits from the 2009 event to Shelter however due to the Tornado incident, the festival has been unable to do so but the festival will donate profits to Shelter from the 2010 festival.

Bearded Theory has been likened to an early Glastonbury festival with praise coming from the BBC, festival press and various radio stations across the country.

The festival continues to have a huge online and media presence, larger festivals have praised Bearded Theory on the way it markets itself online. The festival invested in a top website and forum to continue to develop the community that surrounds the festival.

The website regularly receives 20,000 hits per day, the forum has well over 600 members, the mailing list has over 1,500 email addresses, Facebook/Myspace sites have over 2500 members and the festivals online media partner Virtual Festivals send emails out on there behalf to over 200,000 people.

Bearded Theory teamed up with Blurb PR in October 2008 to handle all the marketing and press exposure for the festival. Since Blurbs involvement the festival has received vast levels of press coverage both locally and nationally.



How the SPONSOR CAN BE INVOLVED

Bearded Theory Festival 2010 Sponsorship Publicity

Following the Tornado and the amazing way in which the festival coped with the events, Bearded Theory are in a great position to offer many press opportunities.

As the festival is still fresh in people's minds, and before the major festivals start (next few weeks). Bearded Theory Festival will make an announcement about your Company stepping in to 'save' the festival brand so it can continue for 2010. The release will focus on the company and why it wanted to get involved, along with why Bearded Theory Festival felt it was right to take on this particular sponsor and how this is going to help the festival continue to develop as an ethical grass roots brand, benefiting music fans and communities alike.

Bearded Theory as a brand has flourished over the past 6 months and the event is currently receiving vast levels of publicity due to tornado incident that happened on the Saturday of the festival. The publicity has seen the event on front pages of newspapers and invitations from television companies for interviews.

The PR Company BLURB will be sending this to our music contacts that took an interest in the festival before, during and after the festival, along with all relevant publications, online and all national newspapers, radio stations that might interested in this sponsorship.

If your Company has previously had high profile media campaigns, we would expect there to be interest in this backing from mediums outside of the music/entertainment industry.

Below are a few examples of where Bearded Theory Festival 2009 gained coverage and we would announce the partnership using these organisations: -

The Times
The Guardian
The Observer
Big Issue
The Ultimate Festival Guide
BBC 1
BBC 2
The Sun
The Star
Channel 5
Sky News
BBC News Entertainment
Channel 4
BBC Radio Two
BBC Radio 4
Leicester Sound
Virtual Festivals
24/7 Magazine

Sunday Telegraph
Rock 'n' Reel
E-Festivals
RTE Ireland
Subba-Cultcha.com
Local BBC and independent radio stations

- After the initial announcement has been made, any further messages regarding Bearded Theory Festival 2010 will be footed with the sponsor's details, along with a specific announcement during the lead up to the festival with information about the sponsor. During the lead up to Bearded Theory 2009, we made an announcement to the press/radio on a weekly to bi weekly basis.
- All Bearded Theory Festival 2010 branding including programmes, website, Facebook/Myspace, press releases etc, will have your company logo attached.
- If your company are to be involved with the festival 'beyond name' i.e. if they are going to help run the festival, then Blurb believe greater opportunities for press and radio to be interested in the sponsorship and gaining coverage for both Bearded Theory Festival 2010 and your company, including being put forward for interviews to the press and radio.
- As the festival has had interest from industry publications and festival organisations, if your company are planning to help run the festival it would be one of a few events done this way and would again create great interest in the festival and the sponsorship.



BUSINESS

- Excellent visual representation at all benefit concerts, the festival itself and imminent press opportunities.
- **The Sponsor** would be offered hospitality at all events leading up to and the festival itself. Both for staff and VIP guests.
- **The Sponsor** would be involved with all branding at the festival, merchandise and website

COMMUNITY BENEFITS

- **The Sponsor** would be offering the national and local community various benefits such as unconditional opportunities to be creative and experience the culture that the festival offers.



EMPLOYEE ENGAGEMENT

Employees of The Sponsor could be engaged in various ways: -

- Staff and employees could be provided with creative workshops before the festival allowing them to become familiar with the ethos and brand.
- The Sponsors staff would be able to help get involved in the running of the event and the promotion of the sponsors visibility.
- Employees would become involved with the planning and ideas team to ensure the festival reaches its full potential and in line with the Sponsors wishes.
- An award for the employee offering the most to the project could be offered at the Festival.

Please contact **Richard Bryan (Event Director)** on telephone **01527 592756**, mobile **07824 611628** or email **rich@beardedtheory.co.uk** to arrange a meeting and presentation.



www.beardedtheory.co.uk

BEARDED THEORY

“BLURB”
MUSIC PR

VIRTUAL FESTIVALS
WWW.VIRTUALFESTIVALS.COM