

brifest

music | Comedy | Street-Theatre | Circus | Art



2012
FESTIVAL

BRISFEST PARTNERSHIP INFORMATION PACK

BrisFest

22nd - 23rd September 2012
Ashton Court, Bristol

Invitation to become a valued partner or sponsor of the event

BrisFest is Bristol's largest music festival, designed to showcase the best of the South West alongside top name artists.

With huge public involvement this large-scale community festival delivers an event that truly reflects cutting edge culture and the best up and coming acts. With a professional production team involved in almost every other UK summer festival, BrisFest brings together flamboyant décor, costumed walkabouts, circus and comedy tents, projection light shows and an array of interactive fun for that ultimate festival experience. What's more, all this is delivered from just £15 a day to the public for an accessible event to celebrate local culture and see out the summer in style.

Organised by The Bristol Festival Community Group, a registered charity, all proceeds from the event go towards supporting and promoting local artists and training volunteers to gain employment in the events and music industries.

First held in 2008, BrisFest has now out-grown its city centre location and is expanding with a move to the beautiful Ashton Court estate for September 2012. This will mean a capacity of 40,000 people over two days on grassland just 30 minutes walk from the city centre. This move has been greeted with much excitement from local residents and press as it marks a return of a not-for-profit large scale music festival to the estate, something which has been sorely missed from the calendar for five years. Press coverage and ticket sales have already begun and we're now looking for partners to join us as we bring people of all backgrounds together for a celebration of music, art, dance and food.

Our Supporters

Financially supported by business sponsorship and fundraising events, BrisFest is currently looking to develop and build partnerships with local and national businesses. Our supporters so far include: Ovi/Nokia Music, Sailor Jerry, Fenchurch, GDS International, Domino's Pizza, Redrow Homes, Nuffield Health, Red Stripe, Subway, Mainline Employment, South West Screen, Central Presentations, University of the West of England, and Absolute Guitars.



"A smartly designed site, plenty of top-line performances, neat timetabling and a sold-out club-centric tie-in." Winners of the Best Event of the year. Venue Magazine.



The Bristol Festival Community Group
Registered Charity 1124722 // www.brisfest.co.uk
Contact: business@brifest.co.uk // 0117 3281492

The Audience

Attendees range from under 5's to 80+ year olds as the variety of entertainment on offer draws a mixed crowd and also many young families attending to take advantage free children's tickets for under twelve's. The programming and date (coinciding with the return of students to college and UWE fresher's week) also ensures a high proportion of young adults and professionals with high expendable income. Over 60% of attendees have been between 16 and 35 years old, and 20% in their middle ages. 65% of attendees are from the local region, 18% from South West UK and 17% are from further afield.

Partnership Publicity Benefits

All our partners are able to benefit from our extensive publicity and marketing opportunities as we promote the festival across Bristol, the South West region and Wales.

- ◆ Company logo across all festival print material including 60,000 flyers and 3000 posters, professionally distributed from April 2012, ensuring your branding is seen throughout the South west region all summer.
- ◆ Company logo on cover and write up on thank you pages of full line-up programmes. 10,000 distributed for free at the event and available to download for free from the busy website. This is the main source of information for line ups and is also kept as a souvenir.
- ◆ Company logo on adverts and mentions in editorial interviews in all local print including Evening Post, Venue Magazine, Big Issue, Metro and Observer.
- ◆ Mentions of your company in radio interviews on BBC Bristol, and other radio stations, ensuring press features across all media in the region.
- ◆ Company logo, links and write up on our popular website – 4.5m hits a year, 342,000 unique visitors, with downloadable programmes.
- ◆ Company and direct links featured in at least two dedicated announcements to our facebook, twitter and forum followers with a subscriber database of over 12,000 people as we announce your support.
- ◆ 10 VIP hospitality tickets for the weekend festival including invitation to the welcome and networking preview for sponsors, press and VIP's.
- ◆ Company logo on the back of all steward and crew T-shirts and hoodies. Over 500 given away which are regularly worn throughout the year.

Prices start at just £1,000 +VAT to receive all these benefits.



Our polls have shown that our audience are typically tech savvy, creative and interested in discovering more about what's on offer locally as well as from well known brands.



Bespoke Sponsorship Options

As well as the partners package we are able to create tailored sponsorship packages to suit your needs and make the most of the marketing opportunities available. Please do drop us a line to discuss however these can include;

- ◆ Adverts in the BrisFest Flyers and Programme
- ◆ Your flyers in 8,000 special give-away promotional packs at the festival
- ◆ Stall or pitch at the festival itself for trade, sampling, recruitment or similar. This is a great opportunity to interact with the large audience over the event.
- ◆ Special adverts to our facebook and social media audiences for measurable results
- ◆ Banners on site around entrances or stage areas for a high profile presence
- ◆ Inclusion of promotional items in goody bags provided to press, VIPs and sponsors.
- ◆ Exclusive sponsorship of festival items such as bar tokens, cups, umbrellas or chairs for maximum impact.
- ◆ Sponsorship of tickets including a competition requiring all entrants to fill in details on their stubs for data capture.
- ◆ Sponsorship of key activities at the festival such as the workshops, music education talks or kids area. Your support of one of these areas will enable it to run and benefit hundreds of local people and your branding will appear alongside all mentions of the area.

Main Sponsors

Sponsoring one of the main stage areas is an opportunity to target the widest audience demographic by sponsoring the focal point of the festival and becoming one of the festival's **main sponsors**.

- ◆ Large banners or a custom built surround will be placed on the stage featuring your name and branding.
- ◆ The sponsor's name will be mentioned alongside all mentions of the main stage in press articles, on the festival site map, and in the festival programme.
- ◆ Dedicated press release about the partnership.
- ◆ A choice of inside front page or back page ad in BrisFest Programme Booklet.
- ◆ Sponsor will be thanked by the compere on stage before announcing the headline act.
- ◆ Exclusive VIP and hospitality area for client hosting
- ◆ Increase brand awareness across the region as images of the stage are used for years to come.

Title sponsorship is also available, providing an opportunity for one key partner to have their brand locked with ours as we deliver this exciting and worthwhile event with exclusive, tailored audience engagement opportunities.



"Laid Blak loved playing Friday night, best gig of the year!"
Jack Baldus, Laid Blak

"Wicked Festival! One Love"
Dub Mafia

"Fantastic vibe, love Bristol"
Mr Motivator



What next....

The promotional opportunities outlined in this proposal are neither comprehensive nor limiting. We are always pleased to look at any requirements or ideas you might have to further incorporate your company into the show. Innovative ideas we have implemented in the past include targeted offers to all participating performers for a local musical instrument repair store, recruitment ads printed on festival tickets, hosting audience interactive competitions and involving employees in the performances.

Publicity for the 2012 event will be unprecedented due to the history of the event and the significance of relocating to the Ashton Court estate, so it's the perfect opportunity for partners to come on board. The momentum behind our organisation and massive public support means that there is a huge amount of good will as the public look forward to the return of their beloved festival. Any support you can offer will be well managed and publicized as you help to bring the festival to life, so we hope you decide to join us for this fantastic celebration and worthy cause.

Please do contact our friendly team to find out more.

Poppy Stephenson

*The Bristol Festival Community Group
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“This year’s BrisFest has been a reverie of sound, ranging from raving jungle beats to folksier chords. I couldn’t help but feel a bit gloomy on leaving. But I know there will be plenty more excitement at next year’s BrisFest. And I Can’t wait.”

**9/10 Eve Betts, Evening Post
27.09.11**

