

# Nelson

*Food and*  *Drink Festival*

**Saturday September 8th 2018**



## **Sponsorship Opportunities for one of Nelson's Flagship Civic Pride Events in 2018**

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

[sue@scottdawson.co.uk](mailto:sue@scottdawson.co.uk)

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 [www.twitter.com/nelsonfoodfest](https://www.twitter.com/nelsonfoodfest)







## **Get involved!**

Nelson Food Festival – is set to be bigger and better than ever in 2018!

Here in Pendle we have a population of 25,000 and we are actively targeting and enticing a footfall of more than 9,000 people at this year's event.

All of the action will be packed into a single day, Saturday 8<sup>th</sup> September, to make sure visitors, exhibitors and sponsors alike get the most from the experience.

We know everything that's great about Nelson and the wider area's delicious produce. Our focus is on handpicking and showing off all of the incredible food and drink on offer in our region, declaring our firm support for farmers and independent traders and encouraging everyone to share our passion for shopping local.

We want to work together to shout the message from the rooftops!

This year's special guest is celebrated TV cook and writer, the 'beer chef' Richard Fox.

Sponsoring this fabulous event is set to be a real coup for your business. We are poised to gain fantastic exposure and visibility across the area, in the press and across various online and social media platforms. There is going to be a real buzz about town and we want you to be part of it!

We've put together plenty of options so whatever your budget, you can find a way to get on-board, join in the fun and enjoy an amazing opportunity to boost your brand awareness.



## **Where**

Nelson Town Centre

Pendle Rise for children's cake decorations.

Children's entertainment, henna artist, face painters, dance group.

Nelson town centre for stalls

## **Date**

Saturday 8<sup>th</sup> September 2018

## **Time**

10.00 am until 4:00 pm

## **Marketing Campaign**

- Full PR campaign in local press
- 10,000 flyers to upsell the event via school children maildrop
- 25,000 flyer mail drop into each home in Pendle and 5,000 handouts (30,000 total)
- Celebrity chef on the day
- Micro website for [nelsonfoodfestival.co.uk](http://nelsonfoodfestival.co.uk) to upsell the event and promote plus sponsor communication
- On the day Richard Fox celebrity chef & compere with up to eight local businesses on the stage, one regional chef and 40 plus food orientated stalls
- Food Festival event plan on lampposts
- Facebook and Twitter support via dedicated pages and account to existing 8000 followers and new accounts
- Media campaign in press; Lancashire Telegraph / Nelson Leader / Live Ribble Valley/ local radio, 2BR & Radio Lancashire and social media streams
- Video of the event with YouTube uploads
- Dedicated 3 month PR campaign

## Sponsorship Media Partner / Advert Packages / Stalls

### Gold sponsor x 2 available      £2,500 each

- Use in all PR & Marketing (Banners included)
- Flyer mail dropped to 25,000 homes, plus 5,000 hand outs (30,000 total)
- Radio and stage branding on the kitchen graphics
- Programme advert
- Ribbon cutting at the event launch

### Silver sponsor x 2 available      £1,500 each

- Marketing & PR
- Flyer mail dropped to 25,000 homes, plus 5,000 hand outs
- Programme advert
- Stage branding on the kitchen graphics

### Bronze Restaurant Partners x 2      £250 each

- The Festival will provide a showcase for local restaurants and their chefs. It promotes local produce and local food and drink producers and importantly, it supports the local restaurant economy encouraging visits by new customers, loyalty from existing users and spend
  - o Ability to showcase your establishment, your menu and your chefs in the kitchen theatre
  - o We will promote your restaurant as part of a 3 month lead in campaign including advertising, e-marketing, direct mail and PR
  - o All partner restaurants will this year have a voucher printed in a pull out of the main festival guide to encourage a visit to your place

### Town Centre Branded Banner Signs

**£280 plus art work**

- Size - 3 m x 50cm - Portrait
- Production of vinyl with application over a 3 week period
- Stage branding on the kitchen graphics



### Local Business Sponsorship Advert - size 108mm x 30mm

- Programme entry in the event mail drop programme

**£100 plus any art work if required**





Special sponsorship packages can be tailored to your needs – for more information contact:

**Sue Lawson**

**01282 426846 / 07841 471900** [sue@scottdawson.co.uk](mailto:sue@scottdawson.co.uk)

**SPONSORSHIP APPLICATION**

Gold sponsor x 2	<input type="checkbox"/> £2,500 each + VAT
Silver sponsor x 4 available	<input type="checkbox"/> £1,500 each + VAT
Bronze Restaurant Partners x 8 available	<input type="checkbox"/> £250 each + VAT
Town Centre Branded Banner Signs x 12 available	<input type="checkbox"/> £280 plus art work + VAT <input type="checkbox"/> Quantity
Local Business Sponsorship Advert	<input type="checkbox"/> £100 + VAT <input type="checkbox"/> Quantity
Contact name	
Business Name	
Company Address	
Postcode	
Tel No	
Email	
Website	

FULL PAYMENT by 31<sup>st</sup> AUG 2018 by cheque made payable to **Scott Dawson Advertising Ltd.**

Or via BACS 05 03 53 Acc. 23506574