



coordinator@festivalofchichester.co.uk www.festivalofchichester.co.uk

FESTIVAL SPONSORSHIP 2022

The Festival of Chichester is now one of the largest arts festivals in the south. Founded in 2013, it is grounded in the local community but welcomes star performers of national and international reputation. In 2022, we celebrate our tenth festival anniversary as one of the key partners in the Chichester District's Culture Spark, along with CFT, Pallant and Novium.

The festival presents some 200 events between mid-June and mid-July, covering music (classical, jazz, folk, blues, rock, world and pop), theatre, spoken word, art exhibitions, cinema, walks and tours, and much more.

We bring big audiences into the city and surrounding area, contributing substantially to the local economy. Ticket sales exceed 10,000. Contribution to the local economy is estimated to be in excess of £250,000. Our website is very popular and traffic is high.

The festival is a non-profit making, **registered charity (number 1167936)** organised by a board of voluntary trustees drawn from the local media, the Cathedral, arts organisations, businesses and local politics.

2022 opportunities

This year's Festival runs from 11 June to 10 July. We would be delighted to welcome your business/organisation on board in a beneficial partnership between business and community.

Our full colour 50+ page brochures are delivered throughout the city and surrounding region in West and East Sussex, Hampshire and into Surrey. We distribute some 17,500 copies. Our box office is located in the Novium/TIC, Tower Street, Chichester.

Our website generates high traffic and carries full listings, supported by a dedicated social media team. We hold high-profile launch events for box office sales and the opening of the Festival at the Novium and on Cathedral Green.

Working in partnership with local businesses and organisations, we have substantial support from Chichester City Council and the Chichester Observer newspaper series, which runs stories, features and supplements about the festival.

We offer:

- Full colour advertisements in various sizes in our A5 brochure
- Company logo featured as a Sponsor in the brochure
- Full banner advertisements on our website
- Your company logo featured as a sponsor on our website
- Links to your website
- For the Headline/Platinum sponsor: company logo on street banner across East/South/North Street and on additional banners/posters/printed material around the city
- For Gold sponsors: company logo on banners and printed material
- Invitations to special festival events

Costs:

We are holding the costs to 2019 figures. Because we are a charity, no VAT is payable.

Festival brochure and website sponsorship/advertising costs (VAT not payable for 2022)**Headline/Platinum Sponsor Package**

Advert on the back cover - £1,500

Includes - full page advert in brochure in prominent position on back cover, logo on front contents page, logo in back under Festival Sponsors heading, and on website home page with a link to your business; logo on all outside and print material, including banners around the city.

SPECIAL EXTRA OPPORTUNITIES AVAILABLE TO PLATINUM/GOLD SPONSORS ONLY:

- 1) **Festival box office launch – brand the festival box office launch; celebrity guest at the Novium; invite your guests to the evening reception in early April.**
- 2) **Festival launch – brand the official festival launch on Cathedral Green; celebrity guests and festival performers; invite your guests to the gala launch 2-4pm on Sat 11 June.**
- 3) **To discuss how your company can benefit from these public occasions, please contact the Festival Co-ordinator on 07813244731 or coordinator@festivalofchichester.co.uk.**

Key/Gold Sponsor Packages

- 1) Advert on inside front cover - £750 - + logo on sponsor page and on website with link, plus advert on the website, best available page
- 2) Advert on inside back cover - £650 - + logo on sponsor page and on website with link, plus advert on the website, best available page

Key/Silver Sponsor Packages

- 3) Advert on inside pages - £500 + logo on sponsor page and on website with link, plus advert on the website, best available page

Supporters/ Bronze Sponsors Packages

- 1) Advert on half page - £300 – logo on website, plus advert on the website, best available page
- 2) Advert quarter page - £150 – logo on website, plus advert on the website, best available page
- 3) **Menu Spots** – advert on eighth page – café/restaurant adverts - £65

DISTRIBUTION: In the region of 17,500 brochures. **Launch** – early April launch.

Shelf Life: April / May / June + half of July.

Contact: To book your place as a sponsor or advertiser for the 2022 Festival of Chichester, please confirm with our advertising representative, **Olivia Stevens**, on **07775 978925**, or advertising@festivalofchichester.co.uk.

Olivia will be able to answer any questions. You are also welcome to contact Barry Smith, Festival Co-ordinator, for general festival information on 07813 244731 or coordinator@festivalofchichester.co.uk.

DEADLINE for completed advert artwork – please order ASAP and definitely by 28 Feb 2022.

Advert sizes and specifications (brochure)

With regards to ad sizes, they appear within the following dimensions:

Full: 190mm (h) x 128mm (w)

Half: 93mm (h) x 128mm (w)

Quarter: 93mm (h) x 62mm (w)

Back page full with bleed: 210mm (h) x 148mm (w) (trimmed size) requires addition of 3mm bleed and advisory that all important content should reside within a 10mm margin from trimmed size edge.

Advert sizes and specifications (website)

Advert sizes and specifications – to be confirmed when booking. All adverts will be in portrait, please aim for 1200px wide x 1700px high.

Terms and Conditions

- All partners/sponsors are responsible for production of their advert and submission by the agreed date in the correct format.
- All invoices will be due for payment 28 days after issue.
- No VAT will be charged on any invoices raised.
- Cancellations will be permitted up to 14 days after signing the acceptance forms.
- All copyright is reserved for use by the Festival of Chichester.
- The sponsorship, menu and partner packages are non-transferable.