



advertising@festivalofchichester.co.uk www.festivalofchichester.co.uk

FESTIVAL SPONSORSHIP 2021

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. After a year when live events have not been possible, we are confident that there will be substantial interest in our unique city-wide festival.

The Festival presents over 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. Advance ticket sales exceed £50,000. Contribution to the local economy is estimated to be in excess of £250,000.

Our website generates a large amount of traffic with visits from residents in the local region and visitors planning trips to the city from elsewhere. Example figures: some 10,000 plus unique users and some 32,000 page views over the active festival span of 1st April – 15th July.

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.

2021 Opportunities

This year's Festival runs from 12 June to 11 July, in line with government projections for eased pandemic restrictions. We will be delighted to welcome your business/organisation on board in a beneficial partnership between business and community. The Festival is a dedicated supporter of local businesses. Our box office is located at the Novium/TIC, Tower Street, Chichester, and accessible online and by phone.

Our website carries full listings, supported by a dedicated social media team. This year, because of the pandemic, we are not printing a festival brochure, so the festival website will be the key point of information for audiences. We expect high traffic as people seek to enjoy live events again. Additionally, some events will be held outdoors and online so the festival is proofed against unforeseen restrictions.

We hold a high-profile launch event for the opening of the Festival on Cathedral Green (subject this year to regulations operative regarding the Covid-19 virus control).

We have substantial support from Chichester City Council, Chichester District Council and the Chichester Observer newspaper series, which runs stories, features and supplements about the Festival.

We offer:

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

Costs:

Because we are a charity, no VAT is payable.

Festival sponsorship/advertising costs. (VAT not payable for 2021)

Headline Main Festival Gold Sponsor Package.

Banner advert on our website home page - £750

Includes – banner advert in prominent position on home page, logo under Festival Sponsors heading with a link to your business; logo on all outside material, including banners around the city

SPECIAL OPPORTUNITIES AVAILABLE TO GOLD OR SILVER SPONSORS ONLY

- 1) **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 the opening Saturday in June (subject to prevailing virus control regulations).**
- 2) **To discuss how your company can benefit from this public occasion, please contact the Festival Co-ordinator on 07813 244731 or coordinator@festivalofchichester.co.uk**

Key/Silver Sponsor Packages

- 1) Banner advert on the major (a) the Music Classical listings page or (b) the Music Jazz, Blues, Folk, Rock, World listings page - £350 - + logo on sponsor page and on website with link.
- 2) Banner advert on (c) the Spoken Word, Art & Craft, Theatre listings or (d) on the News/About page - £300 + logo on sponsor page and on website with link.
- 3) Banner advert on (e) the Walks & Tours, Community Shows, (f) the Family, Open Day/Fete or (g) the Venues pages - £200 + logo on sponsor page and on website with link.

- 4) Banner advert on (h) the Cinema, Dance or (i) the Church pages - £100 + logo on sponsor page and on website with link.

Supporters/ Bronze Sponsors Packages

- 1) **Menu Spots** – advert on special page – café/restaurant adverts - £65

Contact: To book your place as a sponsor or advertiser for the 2021 Festival of Chichester, please confirm with our advertising representative, Olivia Stevens, on 07775 978925, 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 coordinator@festivalofchichester.co.uk

Deadline for completed advert artwork – please order ASAP in liaison with our advertising representative.

Advert sizes and specifications – to be confirmed when booking. All adverts will be in portrait, 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 of the Festival of Chichester
- The sponsorship, menu and partner packages are non-transferable

The Festival will be guided by government advice on holding events.

See next page for a layout of a typical page.

Layout of a typical page with advertising on it
(Classical music listings page)

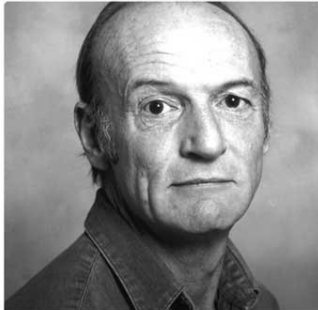
Music – Classical



Classical test event 1

MUSIC – CLASSICAL 2021-03-17

test 1



Classical test event 2

MUSIC – CLASSICAL 2021-03-17

test 2



Classical test event 3

MUSIC – CLASSICAL 2021-03-19

test 3 Main ticket price (£): 20

£20



Classical test event 4

MUSIC – CLASSICAL 2021-03-31

test 4 Main ticket price (£): 14 Seniors (£): 12 Students (£): 3

£14



MUSIC - CLASSICAL

Please support our category sponsors



Visit musicinportsmouth.co.uk

Classical music listings and news in and around
Portsmouth, Fareham, Gosport, Havant,
Petersfield, Chichester, Midhurst and Petworth.
Sign up to our bi-monthly newsletter