



FESTIVAL OF CHICHESTER: SPONSORSHIP AND ADVERTISING OPPORTUNITIES IN 2024

www.festivalofchichester.co.uk

The Festival of Chichester is one of the principal arts festivals in the south. Founded in 2013, it is grounded in the local community but welcomes star performers of national and international reputation. The festival typically presents around 100 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. In recent years as many as 10,000 tickets have been sold annually, with a cumulative overall contribution to the local economy estimated to be in excess of £250,000.

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.

2024 opportunities

The festival runs from 15 June to 21 July. We would be delighted to welcome your business/organisation on board in a beneficial partnership.

- A major aspect in our publicity is our full colour brochure of around 50 pages. We distribute some 15,000 copies throughout the city and surrounding region, including key markets in Sussex, nearby parts of Hampshire and into Surrey. As a cultural reference point for many local people, brochures tend to have a long shelf life, meaning that advertisers are likely to gain more than a single glance for their messages. We also produce an equivalent e-brochure.
- Our website generates high traffic and carries full listings, supported by a dedicated social media team.
- We hold a high-profile launch at the opening of the festival 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 of various sizes in our A5 brochure.
- Your company logo featured as a sponsor in the brochure.
- Your company logo featured as a sponsor on our website.
- Full banner advertisements on our website, and links to your website.
- For the Headline/Platinum sponsor: company logo on street banner across either East or North Street in Chichester 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.

We are holding advertising rates to 2023 figures.

Because we are a charity, no VAT is payable.

Festival brochure and website sponsorship/advertising packages for 2024:

Supporters/ Bronze Sponsors Package options

- 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

Key/Silver Sponsor Packages

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

Key/Gold Sponsor Packages

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

Headline/Platinum Sponsor Package

Full page advert on the brochure 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.



FOR PLATINUM/GOLD SPONSORS ONLY:

Put up your branding at the official festival launch on Cathedral Green, which comprises celebrity guests and festival performers, on the afternoon of Saturday 15 June.

DISTRIBUTION: In the region of 15,000 brochures. Starts from **early April**.

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

Contact: To book your place as a sponsor or advertiser for the 2024 Festival of Chichester, please confirm with our coordinator, **Mark Elliott**, on **07975 805111**, or via coordinator@festivalofchichester.co.uk.

DEADLINE for completed advertising artwork - Monday 19 February 2024.

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. All important content should reside within a 10mm margin from the 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.