

## ADVERTISING OPPORTUNITIES IN 2025

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

### Festival of Chichester: who are we?

- One of the principal arts festivals in the south, running mid-June to mid-July every year.
- An umbrella for around 100 events across all genres: music, theatre, spoken word, art exhibitions, cinema, walks, workshops, tours, nature-experiences and more.
- As many as 10,000 tickets sold annually
- A cumulative overall contribution to the local economy estimated at over £250,000.



Despite our prominence, the festival organisation is a non-profit making charity (number 1167936) run by volunteer trustees. Our talented team work with a very modest budget that is almost entirely spent on producing our brochure and maintaining our website. For these expenses, we rely on advertising. And that's where you can help: we are sure that advertising with us would be beneficial for your business/organisation as well as helping us to maintain this valuable local institution.

### 2025 advertising opportunities

- The 2025 festival runs from 14 June to 20 July 2025 but distribution of our professionally produced, full-colour brochure – including your advertisement – starts in April.
- The brochure has around 50 pages and we distribute some 15,000 copies throughout the city and surrounding region, including key markets in Sussex and nearby parts of Hampshire.
- 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.
- Advertisements also appear in our equivalent e-brochure and on our website which generates high traffic.
- 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 (depending on the package selected):

- 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 major advertisers.
- For Headline sponsors and inside-cover advertisers, company logo appears on banners and other printed materials.
- Invitations to our festival brochure launch event.

### Costs

Orders for advertising received by the end of January will enjoy 2024 rates. After that, rates will be increased to the 2025 level marked\*.

Because we are a charity, no VAT is payable.

### Festival brochure and website sponsorship/advertising packages for 2025:

- 1) **Quarter-page** advert, logo plus advert on website (2024/2025 rates: £150/£160\*)
- 2) **Half-page** advert, logo and advert on website (£300/£320\*)
- 3) **Full page advert on inside pages** (excluding inside covers), logo on sponsor page and on website with link, plus advert on the website: best available page (£500/£525\*)
- 4) **Inside back cover full page**, logo on sponsor page and on website with link, plus advert on the website (£650/£680\*)
- 5) ~~Inside front cover full page, logo on sponsor page and on website with link, plus advert on the website (£750/£790\*)~~
- 6) ~~Headline Sponsor: outer back page ad, logo on first and sponsor pages and on website with link, other branding opportunities.~~

*Note - options 5 and 6 have already been reserved.*

### Contact

For more information or to book your advertisement for the 2025 Festival of Chichester, please contact **Mark Elliott** (coordinator@festivalofchichester.co.uk, WhatsApp 07975 805111) or **Vicki Meddows-Smith** (fundraising@festivalofchichester.co.uk) to book your advertisement.

**DEADLINE for completed advertising artwork - Monday 24 February 2025.**

## Advert sizes and specifications

### For brochure

According to the ad selected, please provide photo-ready copy of the following dimensions:

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

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

Quarter page (portrait): 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.

### For website

Website advert sizes and specifications – to be confirmed when booking. All online adverts will be in portrait format: 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.

## Summary of advert options

| Printed brochure  |                               |                               |                              |                         |                   |                      |                          | Website            |                          |                                    |               |
|-------------------|-------------------------------|-------------------------------|------------------------------|-------------------------|-------------------|----------------------|--------------------------|--------------------|--------------------------|------------------------------------|---------------|
|                   | Full page, outside back cover | Full page, inside front cover | Full page, inside back cover | Full page, other inside | Half page, inside | Quarter page, inside | Logo on supporters' page | Logo on first page | Logo & link on home page | Logo on website's supporters' page | Online advert |
| a) Lead Sponsor   | ✓                             | X                             | X                            | X                       | X                 | X                    | ✓                        | ✓                  | ✓                        | ✓                                  | ✓             |
| b) Inside front   | X                             | ✓                             | X                            | X                       | X                 | X                    | ✓                        | X                  | X                        | ✓                                  | ✓             |
| c) Inside back    | X                             | X                             | ✓                            | X                       | X                 | X                    | ✓                        | X                  | X                        | ✓                                  | ✓             |
| d) Inside full    | X                             | X                             | X                            | ✓                       | X                 | X                    | X                        | X                  | X                        | ✓                                  | ✓             |
| e) Inside half    | X                             | X                             | X                            | X                       | ✓                 | X                    | X                        | X                  | X                        | ✓                                  | X             |
| f) Inside quarter | X                             | X                             | X                            | X                       | X                 | ✓                    | X                        | X                  | X                        | ✓                                  | X             |