ADVERTISING OPPORTUNITIES IN 2027

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 over 100 events (130 last year) across all genres: music, theatre, spoken word, art exhibitions, cinema, walks, workshops, tours, nature-experiences and more.
- 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.

2027 Advertising Opportunities

- The 2027 festival runs from 12 June to 18 July 2027 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 in the brochure (major advertisers only).
- Your company logo featured with link on our website.
- For Headline sponsors, company logo appears on banners and other printed materials.

Costs

Festival brochure and website sponsorship/advertising packages for 2027:

1) **Quarter-page** advert, logo plus advert on website (£150)
2) **Half-page** advert, logo and advert on website (£300)
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)
4) **Inside back cover full page**, logo on sponsor page and on website with link, plus advert on the website (£650)
5) **Inside front cover full page**, logo on sponsor page and on website with link, plus advert on the website (£750)
6) ~~**Headline Sponsor:** outer back page ad, logo on first and sponsor pages and on website with link, other branding opportunities.~~

Note - options 6 has already been reserved

Because we are a charity, no VAT is payable.

Contact

For more information or to book your advertisement for the 2027 Festival of Chichester, please contact **Ben Williams** (coordinator@festivalofchichester.co.uk) or **Vicki Meddows-Smith** (accounts@festivalofchichester.co.uk).

DEADLINE for completed advertising artwork will be during March 2027, exact dates to be announced later.

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

Please provide a logo (preferably square) for use on the supporters' page on our website.

Terms and conditions

• All partners/sponsors are responsible for production of their advert and submission by the agreed date in the correct format.
• Invoices will not be sent until January – they 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 Ad Options

Printed brochure									**Website**		
	Full page, outside back cover	Full age, inside front cover	Full page, inside back cover	Full page, other inside	Half page, inside	Quarter page, inside	Logo on supporter page	Logo on first page	Banner & link on home page	Logo & link on supporter page	Online advert
a) Lead Sponsor	✓	✗	✗	✗	✗	✗	✓	✓	✓	Banner ✓	✓
b) Inside front	✗	✓	✗	✗	✗	✗	✓	✗	✗	✓	✗
c) Inside back	✗	✗	✓	✗	✗	✗	✓	✗	✗	✓	✗
d) Inside full	✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗
e) Inside half	✗	✗	✗	✗	✓	✗	✗	✗	✗	✓	✗
f) Inside quarter	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗