

Ashlyns Festival 2018

Sponsorship pack



Ashlyns
festival

A celebration of music, food and beer!



Welcome to your invitation to be part of a new and exciting fundraising event in Berkhamsted!

Held across the evening of Friday 13th, and all-day on Saturday 14th July, Ashlyns Festival is a two-day celebration of the start of summer – with craft beer, world food and live music, set in the magnificent grounds of Ashlyns School, in Berkhamsted.

The festival kicks off with our VIP Cinema Evening, with The Rex Cinema's James Hannaway introducing the critically-acclaimed and award-winning film, 'Son of Rambow' (starring Will Poulter – 'The Revenant', 'The Maze Runner') which was filmed at Ashlyns School and around Berkhamsted.

The festival continues into day two with a fantastic line-up of forty quality craft beers from over five local breweries, a wide range of food from local suppliers, and live music on two stages. There's also plenty for families with younger children to enjoy in our special Family Area – from storytelling and games, to workshops and entertainment.

This fantastic event offers the chance to bring the whole community together – and to raise a glass in support of our local secondary school and the wider community facilities.

So don't miss the opportunity to be part of this exciting new festival, listen to great music, taste new food and beer, and have fun with family and friends.

For more information on how you can support Ashlyns Festival, please see the following details regarding sponsorship opportunities...

Main Stage

The Main Stage will be positioned in front of the iconic Ashlyns Chapel, and will be seen from the entrance gates of Ashlyns by everyone attending. It will be the focal point for the whole event, including our VIP Cinema night.

Four slots available

£600 each

- Full-colour banner displayed on or next to the Main Stage
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/2 page advert in Event Programme



Second Stage

The Second Stage will be our acoustic Stage set up inside a marquee. Used for open-mic sessions as well as bands, it's ideal for the community and school children.

Taken

Kindly sponsored
by Ktchns Ltd

- Full colour banner displayed next to stage area
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Glasses

We are committed to minimising waste and would like to have reusable pint and half-pint glasses available, and offer limited edition commemorative glasses as well.

One slot available

£600

- 2000 pint poly-carbonate glasses
- 1000 half-pint poly-carbonate glasses
- 250 commemorative glasses (etched with your company name + Festival Logo)
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Wristbands

Decide to sponsor our silicone wristbands, and not only will they feature your company logo, they will also be kept as mementos of the event.

Taken

**Kindly sponsored
by Kitchns Ltd**

- Company Name printed on wristbands used for entry and worn by all Event Team volunteers
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Stage sound and lighting

No Main Stage would be complete without its sound and lighting, and with such a fantastic backdrop of Ashlyns Chapel, this is an opportunity to be centre stage!

Taken

Kindly sponsored by
**Native PR & Marketing
Consultancy**

-
- Banner for front of Main stage

 - Two free tickets for day two

 - Inclusion on web page sponsor listing with link to own website

 - Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)

 - 1/4 page advert in Event Programme



Event Programme – Design and Print

A5 full colour programme issued for the festival itself – for festival attendees (up to 4000 expected).

One taken

Services kindly donated
by **JUNCTION 9**

-
- Company name on Brochure and Flyer advertising material.

 - Two free tickets for day two

 - Inclusion on web page sponsor listing with link to own website

 - Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)

 - 1/4 page advert in Event Programme



Event Programme advertising slots

If you cannot sponsor one of the larger slots that are available, you can still help support this community event by being included in our A5 colour event programme for all festival goers (up to 4000 expected).

¼ page available

£20

½ page available

£40

Full page

£60

Premium slots taken

- Full-page and Premium-page slots each get two free tickets for day two
- Inclusion on web page sponsor listing with link to own website

Website

To maximise ticket sales and publicity, the website will be the main port of call, widely shared and visited by event organisers and the community, and will be linked via our Facebook page as well as advertising the event through regular bulletins throughout the Berkhamsted school community.

Taken

Services kindly donated by Rupert Cranston at Ambrit Website Services

- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Beer casks

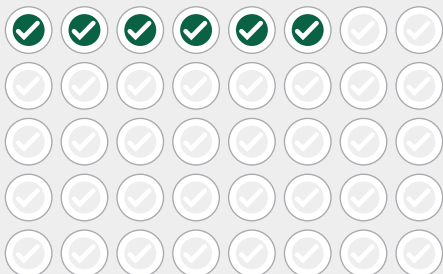
The Beer Marquee would not be complete without the casks of beers!! If beer is your thing... then get your company name on one or more of these casks of craft beers.

34 casks available

Six taken

£175

- Two free tickets for day two
- Company name printed and labelled on the cask (A4 size)
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)



PA system and radio contact for crew

The event could not run smoothly without the PA system; to keep our visitors up to date on the schedule of events, general information, as well as allowing the team to be in radio contact behind the scenes, so the event runs smoothly.

One available

£250

- Company Name read out over PA System at regular intervals throughout the day "PA System kindly sponsored by...."
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Team T-shirts

For such a large event, with potentially 4000 guests, the team need to be recognisable and we plan to do this with TEAM T-Shirts. These will not only be used for this event, but the design has been developed so that the T-shirt can be used for all future events where required. Therefore this investment will continue to keep providing the sponsor with longer-term advertising potential.

One available

£500

- Company name printed onto the 50 TEAM T-shirts
- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/2 page advert in Event Programme



Event advertising banners

The event will have six large banners advertising the event at key positions within Berkhamsted town centre and near Ashlyns School, which is on a busy main road in Berkhamsted. The company name will be printed onto the banner.

Six taken

Kindly sponsored by
Wilsons of Bovingdon and
Aspect Office Solutions Ltd

- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Advertising estate agent boards

For such a large event with potentially 4000 guests, what better way to advertise than with Estate Agent Boards in up to 15 prominent locations around Berkhamsted – recently voted Sunday Times' 'Best Place to live in South East of England' – so the perfect opportunity at peak season for the perfect partnership.

Taken

Kindly sponsored by
Castles Estate Agents

- Company name printed onto the boards
- Two free tickets for day two
- Inclusion on web page sponsor listing
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/2 page advert in Event Programme



Festival security

Our security team are a vital part of the festival to ensure all our guests have an amazing time. We have six members of the security team to cover the costs of. You can support us by sponsoring from just one security person to help keep our festival a safe and happy place for all to enjoy.

Five available

One taken

£125 each

- Two free tickets for day two
- Inclusion on web page sponsor listing with link to own website
- Inclusion in festival marketing (distributed to approx 3000 homes prior to the event, for sponsorship confirmed by 1st June)
- 1/4 page advert in Event Programme



Thank you for taking the time to read this pack, we look forward to having you on board for this new and exciting community event.



How to sponsor and get involved

Send the following details to Julie York at:
asa@ashlyns.herts.sch.uk

- Your full company name and contact details
- Your email address
- Your phone number
- Which sponsorship opportunity you are interested in
- Sponsor name to use and a high-resolution or vector file of your logo or advert artwork
- Company website details, or media platform you would like us to link to

We will then confirm sponsorship availability and the finer details if necessary.

All prices are inclusive of VAT.



www.ashlynsfestival.co.uk