

GLASTON



BURY

**SPONSORSHIP
OPPORTUNITIES
2018**

Benefits to Sponsors

- 1. Glaston-Bury is a successful and long-running community event for one of the most inspiring and well-loved local charities; by involving your company, you will have employees who are proud to work for you and clients and suppliers who are proud to be associated with you**
- 2. A wide selection of musical genres appeals to a broad spectrum of people across all ages and gets your brand in front of 2-3,000 visitors on the day of the event alone**
- 3. Promotion of your Corporate Social Responsibility by participating in one of the biggest community fundraising events for Bury Hospice and other local charities, which has spanned a decade and raised over £130,000**
- 4. Elevation of your company profile—Glaston-Bury, Bury has over 4,500 Facebook followers and is advertised continually**
- 5. Brand association and promotion of your company on event material, banners, social media and our website**
- 6. Positive publicity and PR**
- 7. Community recognition**

CONCEPT



Glaston-Bury began in 2006 with three simple aims; to put on a good music event, showcase some local talent and raise money for a worthy cause. Those particular boxes were ticked long ago and ten years, and over £130,000 raised for Bury Hospice later, this annual August Bank Holiday Monday festival has become firmly entrenched in the minds of the music loving public and on the hospice community fund-raising calendar. As well as raising this huge amount of money, Glaston-Bury has done something it did not consciously set out to do, something that has always been a main objective for Bury Hospice and that is to create a massive amount of awareness for their work in the minds of

the young and we have helped them to do that through the medium that speaks the loudest - the music. Glaston-Bury is not only good for Bury Hospice, it is fantastic for local business, and gives home-grown, up and coming talent (as well as more established performers) a free platform to showcase what they can do, whilst raising money for good causes. As its reputation continues to expand, artists are now coming from far and wide to take part; proof, if it were needed, that Glaston-Bury has put itself, its town and its chosen charity firmly on the map.

Success of 2017

- 140 bands
- 3 outdoor stages
- 12 indoor stages
- 2,500 visitors
- Both print and online exposure from local press and radio
- Over £22,000 raised for Bury Hospice and other local charities

Total raised
£22,000

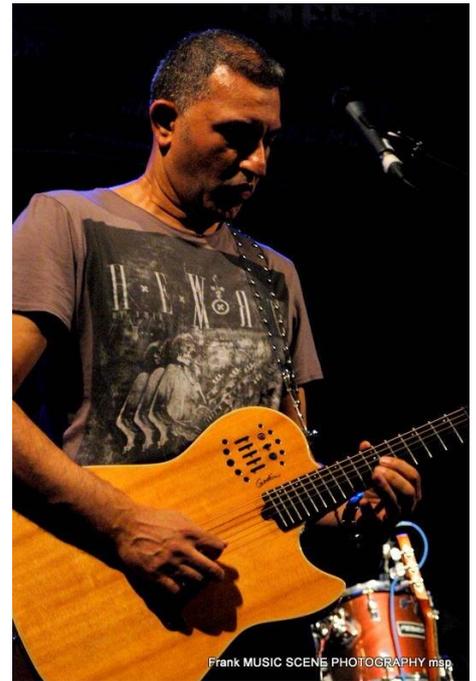


We have come a very long way since Glaston-Bury's inception in 2008. Over the last ten years we have showcased over 700 local, North West and national bands, gained a massive following and raised thousands for Bury Hospice. As usual, we plan on a stellar line-up with huge promotional and media coverage and our team are hard at work with this year's plans and negotiations, but none of this would be possible without the generous partnerships we have with our sponsors.

For Glaston-Bury to operate on the level it does, and for us to grow the event year in, year out, sponsorship is vital and a good opportunity for companies to get their products and services seen by a great many people, whilst being involved with a very positive, community event.

What it cost to stage Glaston-Bury in 2017

Venue/PA Equipment/Tech Crew x 12	£ 6,000
Stages/PA Equipment/Tech Crew x 3	£ 5,500
Police & Door Security	£ 1,000
Fencing & Toilets	£ 500
Use of Carpark for Stage	£ 250
T- shirts	£ 250
Wristbands	£ 200
Website & Printing — donated	£ 0
	£13,700



Overall estimate for 2018: £16,000

Sponsorship packages

OVERALL SPONSOR @ £3,500

1. Permission to use the association in company literature
2. Referenced in social media and press releases
3. Referenced on the online giving page
4. Post event announcement references
5. Post event acknowledgment in writing
6. 20 VIP wristbands
7. Event pack with schedule and programme (with your company logo)
8. Bottle of bubbly on arrival
9. Your promotional material at every venue and at each outdoor stage
10. Making your brand and services visible at every point in every area
11. Headline logo on event poster
12. Headline logo on website
13. Hyperlink to your website on the Glaston-BURY website
14. Daily tweet inclusion
15. Visible advertising on all social media
16. Ongoing interaction with event organisers to meet your criteria
17. Co-operating to maintain a level of satisfaction on advertising goals
18. Team photograph at location of choice on the day
19. Thank you letter
20. Thank you reception at Bury Hospice and tour of the facility
21. An opportunity to have a heart inscription on the hospice's mural wall.

Sponsorship packages contd.

STAGE ONE (The Peel Stage) @ £1400

The main outdoor stage has become a pivotal point at Glaston-BURY each year, attracting big crowds all day long. Each stage can be fully decorated in your advertising and promotional material with fencing surrounding the staged area giving ideal banner hanging access. Stage One is the main focus and meeting point for all festival visitors and the perfect location for them to see your product.

1. 10 sponsor wristbands
2. Your banners and artwork at all points covering all of the main stage area
3. Opportunity to decorate as you'd like
4. Space for your stall or promotional team to interact with guests
5. For an extra fee, stage PA wings can have your logo and sponsorship on large print
6. Event pack with schedule and programme (with your company logo)
7. Logo on event poster
8. Logo on website
9. Hyperlink to your website on the Glaston-Bury website
10. Visible advertising on all social media
11. Ongoing interaction with event organisers to meet your criteria, cooperating to maintain a level of satisfaction on advertising goals.
12. Team photograph at location (Main Stage) on the day.
13. Thank you Letter
14. Thank you reception at Bury Hospice and tour of the facility
15. An opportunity to have a heart inscription on the hospice's mural wall.

STAGE TWO (The Originals Stage) @ £1200

The second outdoor stage was introduced in 2016 and was an instant hit with guests who commented on its return last year. In 2017, Stage Two was dedicated to another local charity supported by Glaston-Bury; The Sophie Lancaster Foundation whose focus is to create respect for, and understanding of subcultures in our communities, and reduce hate crime.

1. Sponsor wristbands x 10
2. Your banners and artwork at all points covering all of the main stage area
3. Opportunity to decorate as you'd like
4. Space for your stall or promotional team to interact with guests
5. For an extra fee Stage PA wings can have your logo and sponsorship on large print
6. Event pack with schedule and programme (with your company logo)
7. Logo on event poster
8. Logo on website
9. Hyperlink to your website on the Glaston-BURY website
10. Visible advertising on all social media
11. Ongoing interaction with event organisers to meet your criteria, cooperating to maintain a level of satisfaction on advertising goals.
12. Team photograph at location (Stage Two) on the day.
13. Thank you letter
14. Thank you reception at Bury Hospice and tour of the facility
15. An opportunity to have a heart inscription on the hospice's mural wall.

Sponsorship packages contd.

STAGE THREE (T'other outdoor stage) @£1,000

For our tenth birthday celebrations last year, we added a third, outdoor stage (licensed). This provided yet another opportunity for our would be sponsors to have an entire stage area dedicated to their products and services.

1. Sponsor wristbands x 10
2. Your banners and artwork at all points covering all of the main stage area
3. Opportunity to decorate as you'd like
4. Space for your stall or promotional team to interact with guests
5. For an extra fee stage PA wings can have your logo and sponsorship on large print
6. Event pack with schedule and programme (with your company logo)
7. Logo on event poster
8. Logo on website
9. Hyperlink to your website on the Glaston-BURY website
10. Visible advertising on all social media
11. Ongoing interaction with event organisers to meet your criteria, cooperating to maintain a level of satisfaction on advertising goals.
12. Team photograph at location (Stage Three) on the day.
13. Thank you letter
14. Thank you reception at Bury Hospice and tour of the facility
15. An opportunity to have a heart inscription on the hospice's mural wall.

Venue Stage Sponsorship

THE EARL OF DERBY £ 600 (Extremely busy venue)

1. Wristbands x 6
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on event poster
6. Logo on website
7. Hyperlink to your website on the Glaston-BURY website
8. Team photograph at location on the day.
9. Thank you letter

Venue stage sponsorship contd.

BRAMBLES @ £500

1. Wristbands x 6
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on event poster
6. Logo on website
7. Hyperlink to your website on the Glaston-BURY website
8. Team photograph at location on the day.
9. Thank you letter

TWO TUBS @ 500

1. Wristbands x 6
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on event poster
6. Logo on website
7. Hyperlink to your website on the Glaston-BURY website
8. Team photograph at location on the day.
9. Thank you letter

WYLDE'S @ £450

1. Wristbands x 5
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on event poster
6. Logo on website
7. Hyperlink to your website on the Glaston-BURY website
8. Team photograph at location on the day.
9. Thank you letter

Venue stage sponsorship contd.

RETRO BAR @ £300

1. Wristbands x 4
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on event poster
6. Logo on website
7. Hyperlink to your website on the Glaston-BURY website
8. Team photograph at location on the day.
9. Thank you letter

THE BLIND TIGER @ £250

1. Wristbands x 2
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Logo on website
5. Hyperlink to your website on the Glaston-BURY website
6. Thank you letter

BLOOM BREWING CO. @ £150

1. Wristbands x 2
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Logo on website
5. Hyperlink to your website on the Glaston-BURY website
6. Thank you letter

PIZZA PIONEER @ £75

1. Wristbands x 2
2. Your own banners and promotional material in place in the venue and on stage where safe to do so
3. Logo on website
4. Hyperlink to your website on the Glaston-BURY website
5. Thank you letter

New for 2018!

THE BURY TRANSPORT MUSEUM FAMILY & MULTI-CULTURAL AREA @ £400

1. Wristbands x 6
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule (with your company logo)
5. Logo on website
6. Hyperlink to your website on the Glaston-BURY website
7. Team photograph at location on the day.
8. Thank you letter

YATES'S @ £350

1. Wristbands x 6
2. Your banners and promotional material in place in the venue and on stage where safe to do so
3. Opportunity to decorate as you'd like
4. Event pack with schedule and programme (with your company logo)
5. Logo on website
6. Hyperlink to your website on the Glaston-BURY website
7. Team photograph at location on the day.
8. Thank you letter

