

STATFOLD BARN FESTIVAL



2020
Sponsorship
Options

What is it?



The **Statfold Barn Festival** is now in its second year. This is a live music festival located in the stunning setting of Statfold Barn Railway, in Staffordshire. This family-friendly festival brings a blend of recognised live music acts, the brightest comedians and authentic street food. All wrapped up in a safe, secure environment, welcoming families of all ages from across the UK.



Where and When

- Friday 14th – Sunday 16th August 2020.
- Statfold Barn Railway, Ashby Road, Tamworth, Staffordshire.
- 1,000 acres of privately owned farmland.

www.statfoldbarnfestival.co.uk

- Independently organised and managed.
- Tamworth-based promoter, backed by expert team.



What we are looking for?

- We are looking to develop collaborative partnerships with local businesses to help sustain the festival into the future, maintaining the quality and growing the reach of the festival as we go forward:
 - Cash sponsorship, in return for a range of benefits
 - In-kind support, to supply some of our essential materials or elements such as print, in return for benefits



Sponsoring



- Statfold Barn Festival is pleased to offer local and national businesses the opportunity to be part of the festival through various sponsorship packages.
- Last year we had 10,000 people visit the festival across the weekend
- The festival was shortlisted in the UK Festival Awards 2019
- In 2020, we are back at the Statfold Barn Railway, with substantial investment in the festival infrastructure.
- The location in the centre of England enables us to reach many of your potential customers who will see your product or brand linked with this respected and loved new festival.



What the festival comprises of

- Music from acts including; Gabrielle, Scouting for Girls and Lemar.
- Headline DJ's including Craig Charles
- Entertainment including Britain's got Talent winners Twist & Pulse
- Supported by talented unsigned musicians and tribute groups.
- Comedy stage curated by Morti-fied Comedy Night of Tamworth.
- Child-focused entertainment such as a fairground, outdoor theatre group, pop-up Panto, workshops and other areas
- Specially-selected street food vendors along with full bars



Festival Branding

- Consistent across all platforms
- Vibrant, engaging and friendly
- Informative with a clear CTA (call to action)



Festival Marketing

- **Social Media** – Facebook, Instagram & Twitter
- **Printed Media** – Posters and flyers
- **Website:** www.StatfoldBarnFestival.co.uk
- **Ticket channel:** SeeTickets
- **Listing websites** including; ents24.com, thefestivalcalendar.co.uk, familiesonline.co.uk, skiddle.co.uk, whatsonlive.co.uk, findfestival.com, yelp.co.uk, thetouristtrail.org, whatsonlive.co.uk + many more



Credibility



- In 2019 the final shortlist for **Promoter of the Year** at the UK festival awards



FESTIVAL DATA POINTS

SOCIAL PROFILES

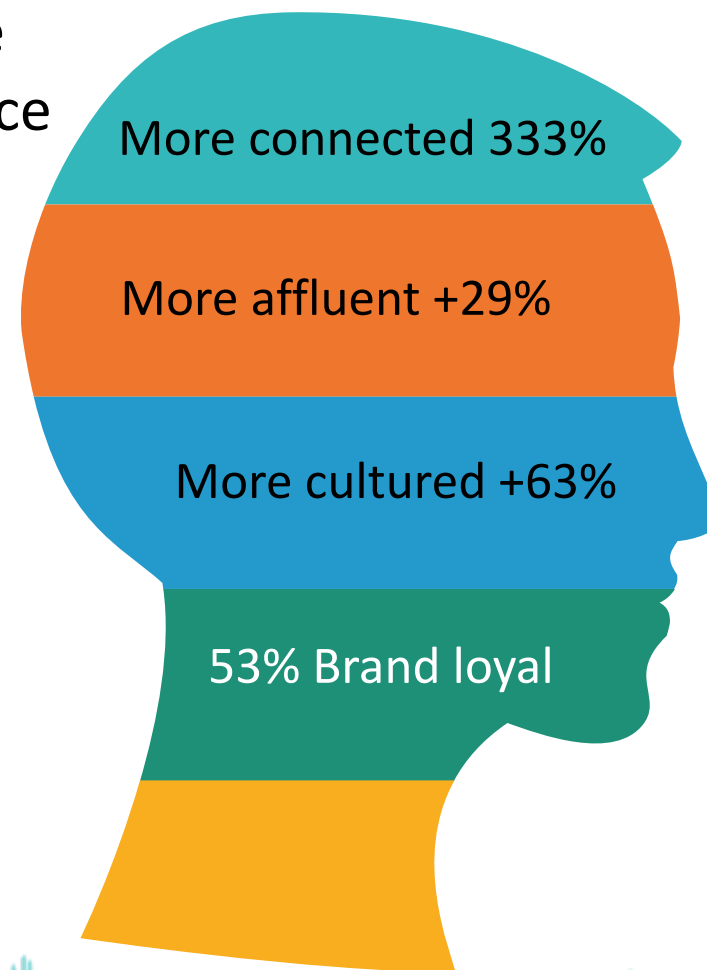
The Data

- Soaking up the festival spirit, half (49%) of Generation Z (consumers aged 16-19) attended a music festival in the last year. They are joined by 43% of Millennials (aged 20-39), and 19% of Generation X (40-54-year-olds).
- The top reason for visiting a music festival or concert is to see a particular artist (45%); however, more and more people are motivated by the social aspect of a live event. This includes enjoying time with friends/family (41%), meeting new people (19%) and to take pictures/selfies (15%). Meanwhile, as many as seven in 10 (69%) event-goers say that the range of alternative activities (eg non-music) available at a music event is important, up from 64% in 2018.
- “The growth in music festivals and concert attendance is being driven by a weakened Pound, due to economic uncertainty surrounding Brexit. As a result, events in the UK are now perceived as better value for both British and overseas music fans who are searching for their summer festival fix.

Who attends festivals

As cultural catalysts, tastemakers, and trendsetters, live music audiences are the world's most receptive audience

- 73% of 13- to 49-year-olds, globally, agree, "Now, more than ever, I want to experience real, rather than digital life."
- Highly engaged/attentive fans who were exposed to brands in the live music environment say they are 53% more likely to use the brand in future



Who comes to the festival?

LIKES

- **Good food and drink** – willing to pay a little more to get the right product
- **Family orientated** – investing time and money into spending time together
- **Loves music of all genres** – but particularly heritage pop, rock and indie acts, feel-good anthems



SBF Facebook: Age Demographics

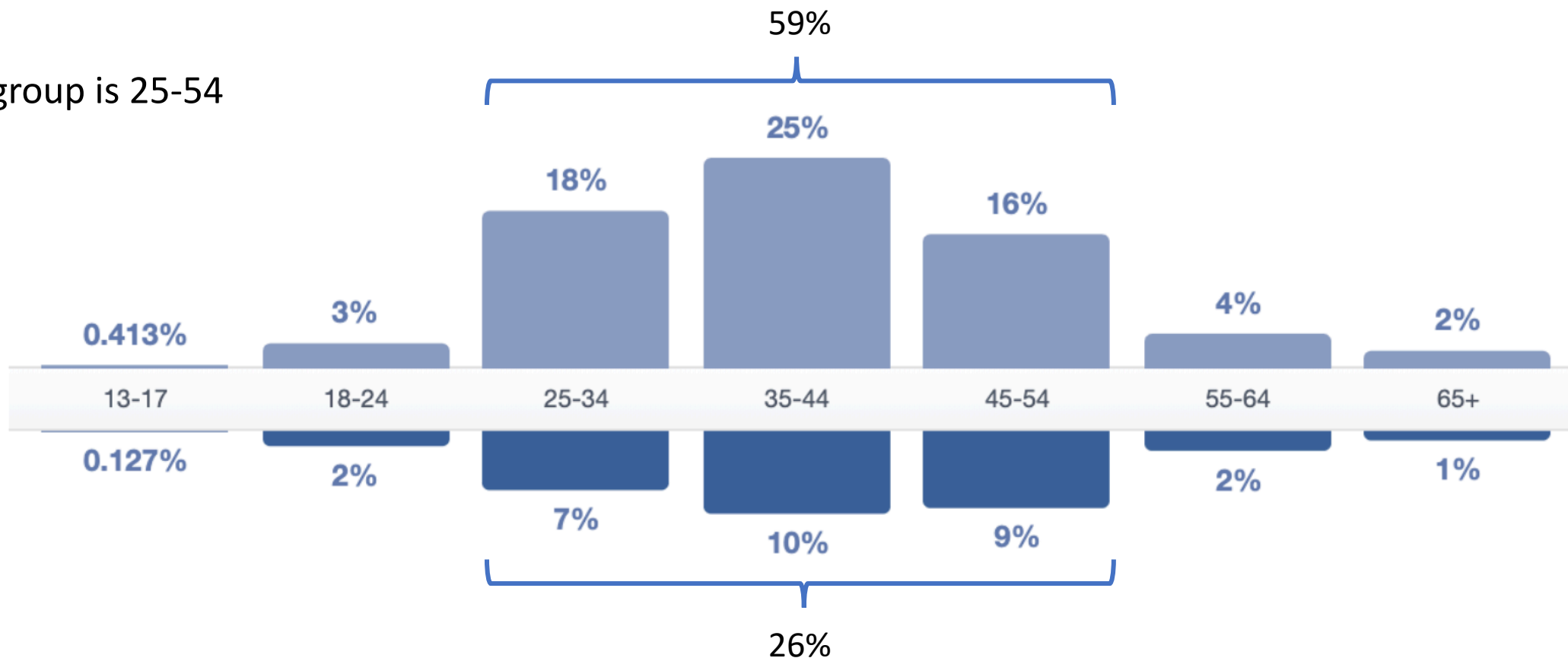
Dominant age-group is 25-54

Women

68%
Your Fans

Men

31%
Your Fans



SBF Facebook: Organic Reach

Facebook **3,272** followers

■ Total Page followers

Post reach

18 November - 15 December

160,374

People reached ▲ **398%**



Videos

18 November - 15 December

46,111

3-second video views ▲ **495%**



Post engagement

18 November - 15 December

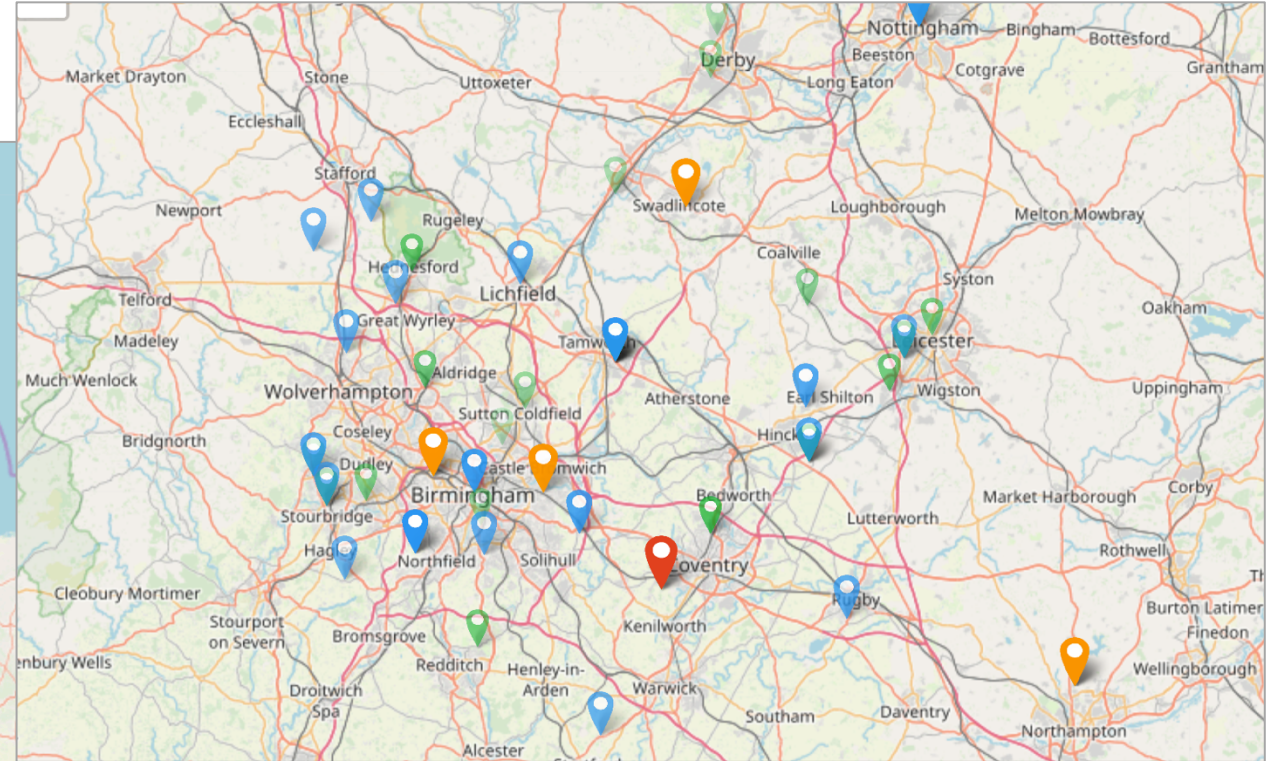
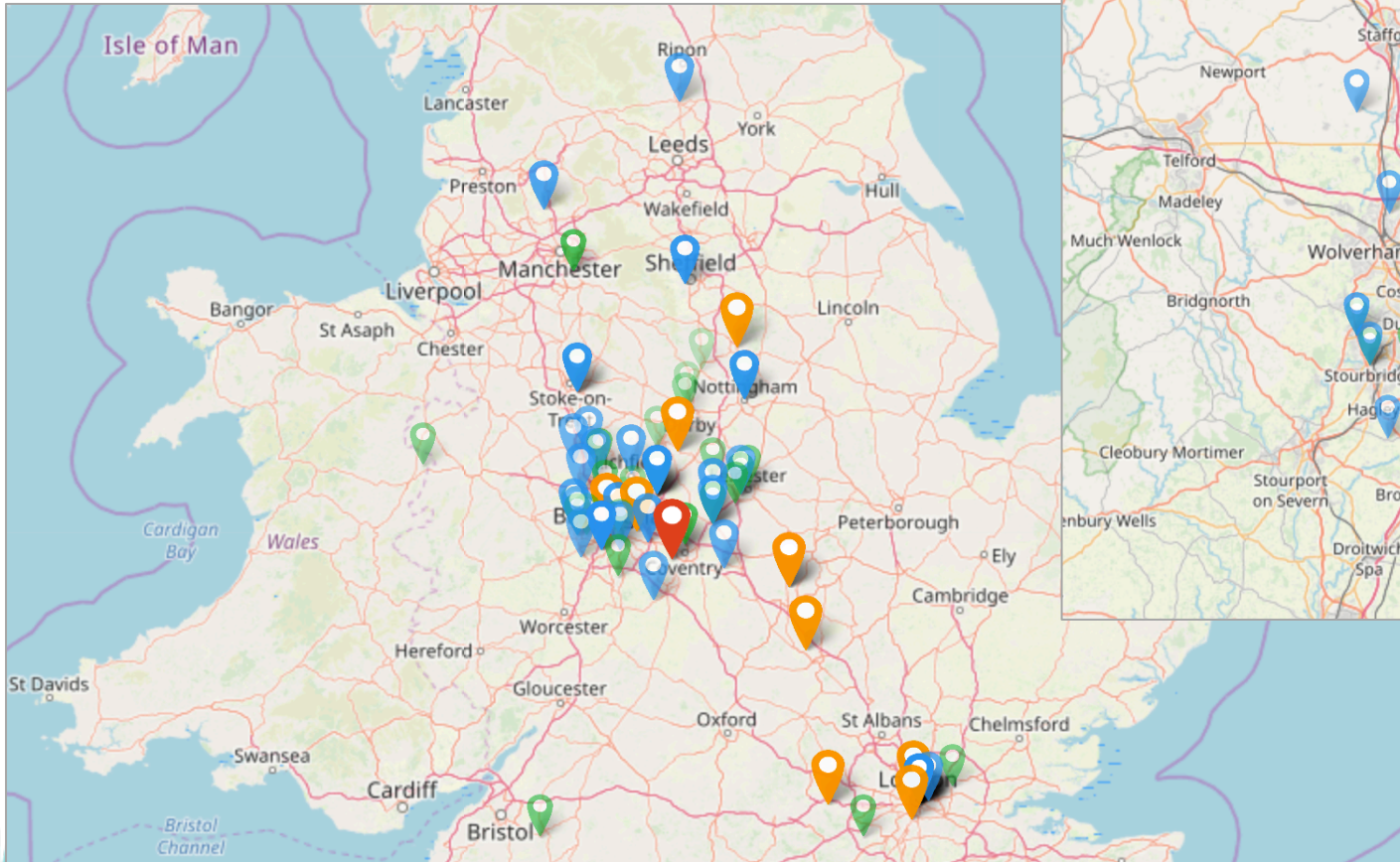
11,561

Post engagement ▲ **82%**



SBF Website visitors

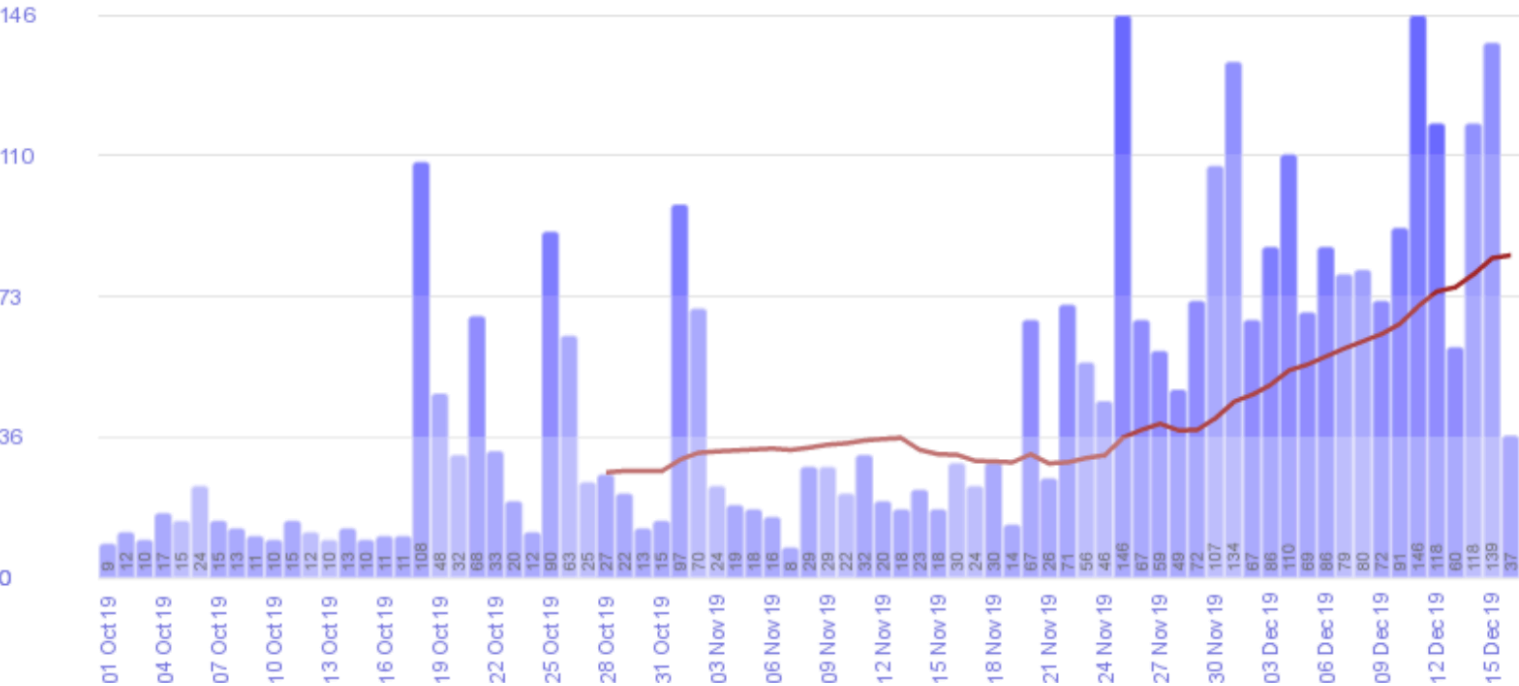
Midlands focused



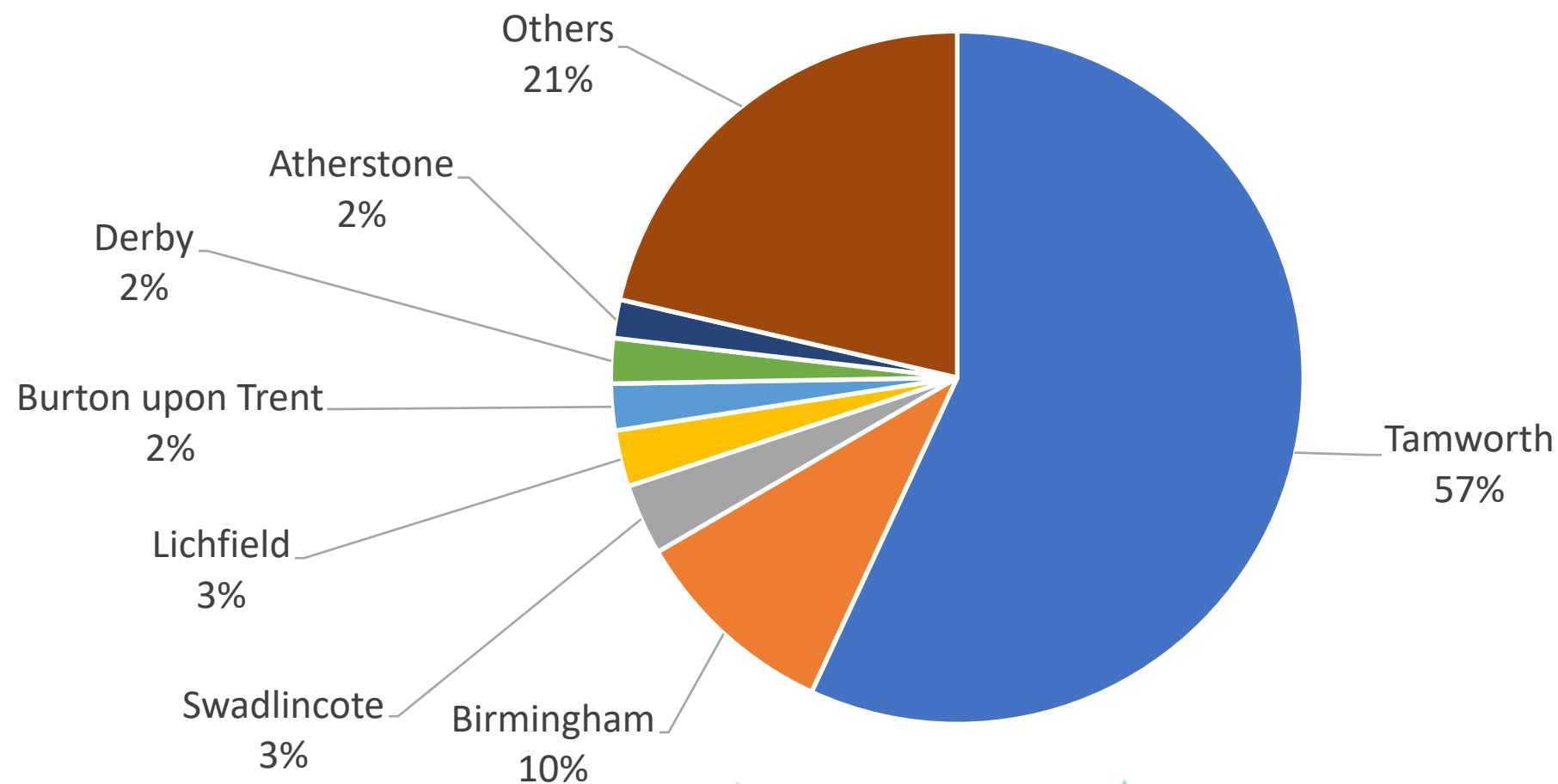
Website: statfoldbarnfestival.co.uk



Visits per day since October 01, 2019



SBF Facebook: Fan Residence*

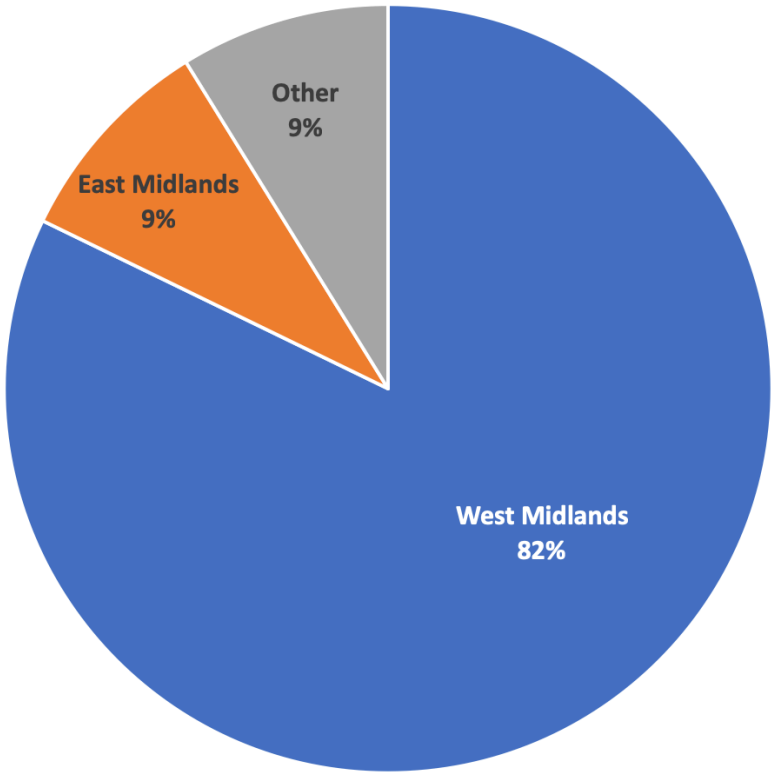
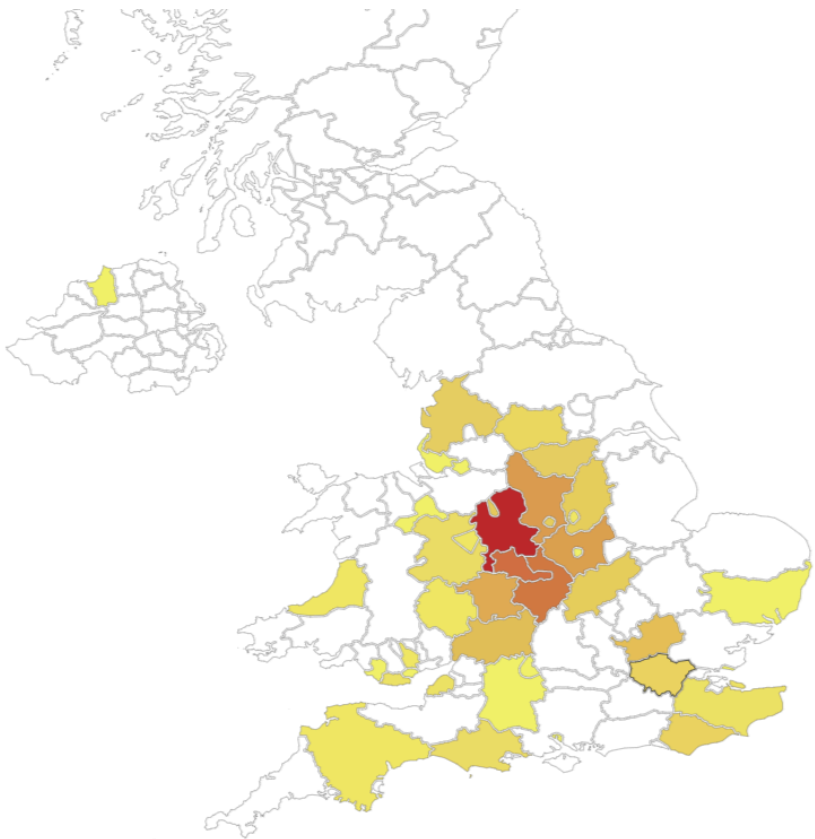


*As of 16 December 2019

FESTIVAL DATA POINTS

TICKET PURCHASE

2019 Geographical Demographics



- 'OTHER'**
- Bridgend
 - Caerphilly
 - Cardiff
 - Ceredigion
 - East of England
 - Greater London
 - Limavady
 - North West England
 - South East England
 - South West England
 - Vale of Glamorgan
 - Wrexham
 - Yorkshire and the Humber

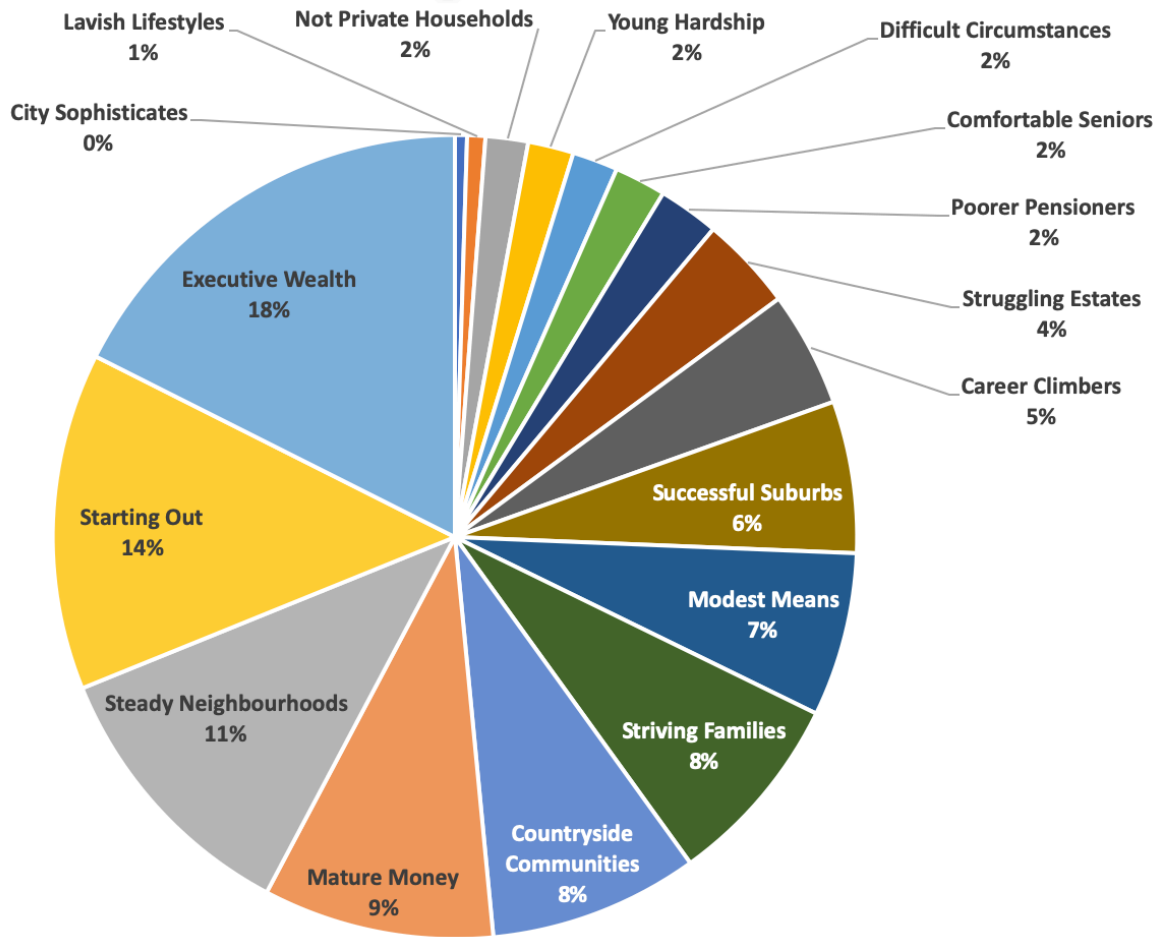
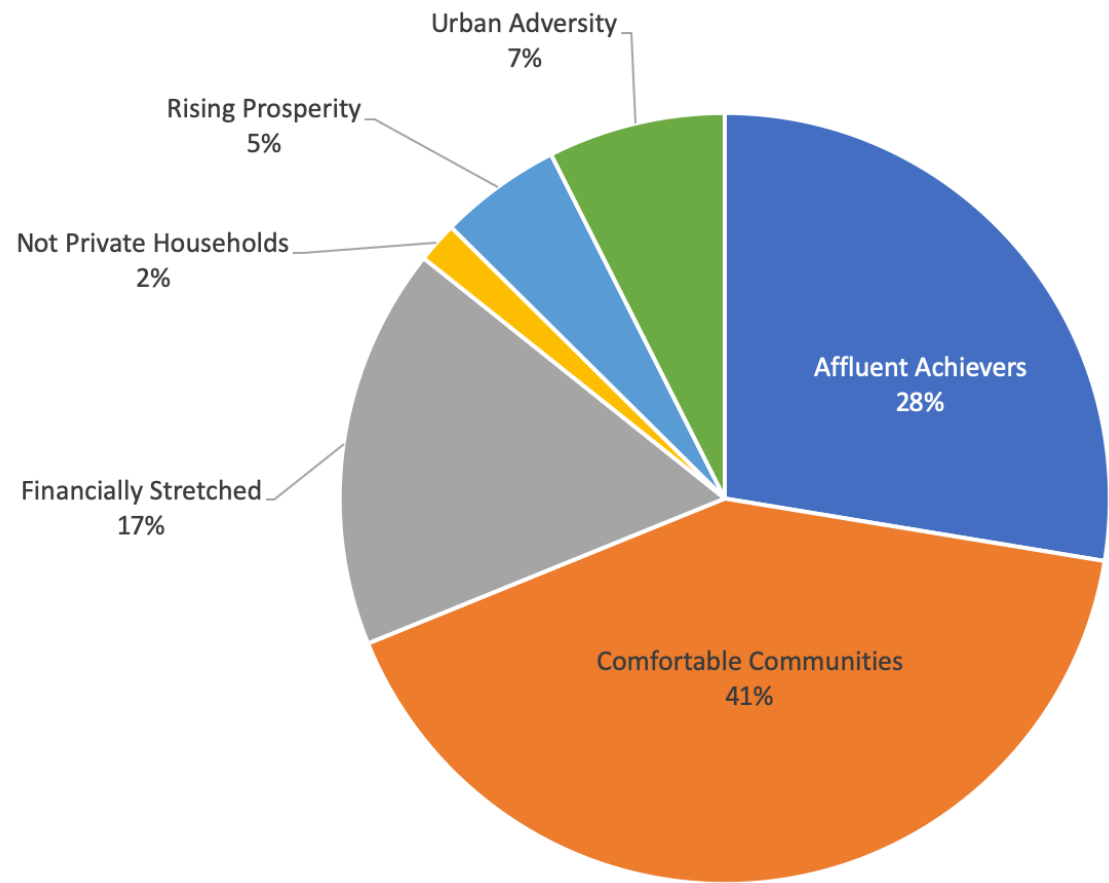


ACORN Consumer Classification

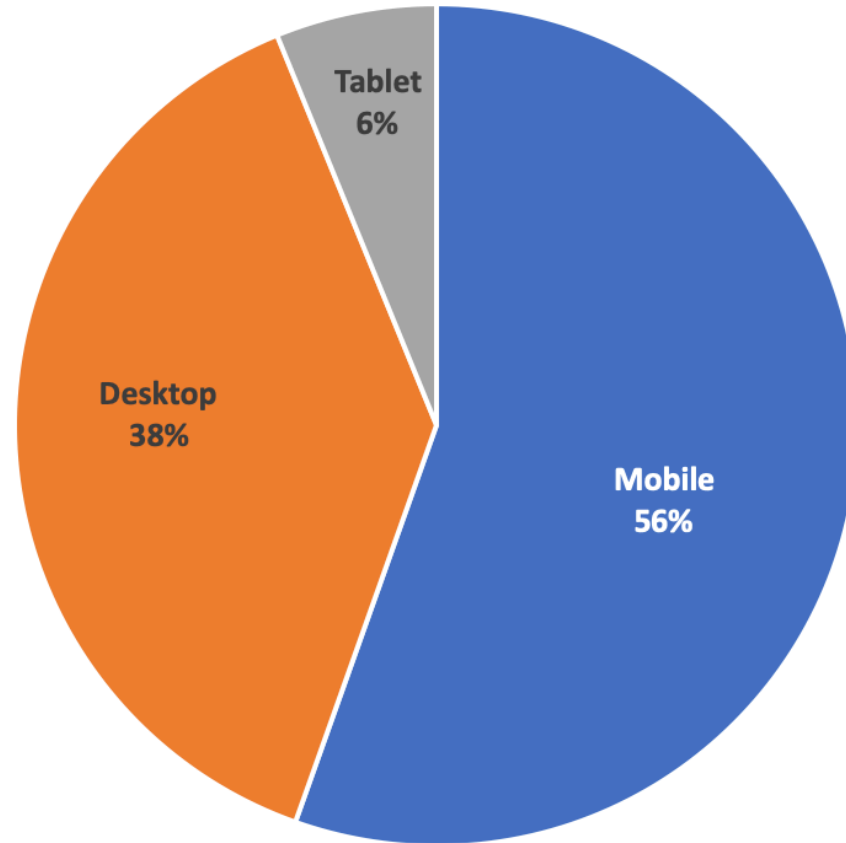


1 Affluent Achievers		Types
A Lavish Lifestyles	1	Exclusive enclaves
	2	Metropolitan money
	3	Large house luxury
B Executive Wealth	4	Asset rich families
	5	Wealthy countryside commuters
	6	Financially comfortable families
	7	Affluent professionals
	8	Prosperous suburban families
	9	Well-off edge of towners
C Mature Money	10	Better-off villagers
	11	Settled suburbia, older people
	12	Retired and empty nesters
	13	Upmarket downsizers
2 Rising Prosperity		Types
D City Sophisticates	14	Townhouse cosmopolitans
	15	Younger professionals in smaller flats
	16	Metropolitan professionals
	17	Socialising young renters
E Career Climbers	18	Career driven young families
	19	First time buyers in small, modern homes
	20	Mixed metropolitan areas
3 Comfortable Communities		Types
F Countryside Communities	21	Farms and cottages
	22	Larger families in rural areas
	23	Owner occupiers in small towns and villages
G Successful Suburbs	24	Comfortably-off families in modern housing
	25	Larger family homes, multi-ethnic areas
	26	Semi-professional families, owner occupied neighbourhoods
H Steady Neighbourhoods	27	Suburban semis, conventional attitudes
	28	Owner occupied terraces, average income
	29	Established suburbs, older families
I Comfortable Seniors	30	Older people, neat and tidy neighbourhoods
	31	Elderly singles in purpose-built accommodation
J Starting Out	32	Educated families in terraces, young children
	33	Smaller houses and starter homes
4 Financially Stretched		Types
K Student Life	34	Student flats and halls of residence
	35	Term-time terraces
	36	Educated young people in flats and tenements
L Modest Means	37	Low cost flats in suburban areas
	38	Semi-skilled workers in traditional neighbourhoods
	39	Fading owner occupied terraces
	40	High occupancy terraces, many Asian families
M Striving Families	41	Labouring semi-rural estates
	42	Struggling young families in post-war terraces
	43	Families in right-to-buy estates
	44	Post-war estates, limited means
N Poorer Pensioners	45	Pensioners in social housing, semis and terraces
	46	Elderly people in social rented flats
	47	Low income older people in smaller semis
	48	Pensioners and singles in social rented flats
5 Urban Adversity		Types
O Young Hardship	49	Young families in low cost private flats
	50	Struggling younger people in mixed tenure
	51	Young people in small, low cost terraces
P Struggling Estates	52	Poorer families, many children, terraced housing
	53	Low income terraces
	54	Multi-ethnic, purpose-built estates
	55	Deprived and ethnically diverse in flats
	56	Low income large families in social rented semis
Q Difficult Circumstances	57	Social rented flats, families and single parents
	58	Singles and young families, some receiving benefits
	59	Deprived areas and high-rise flats
6 Not Private Households		Types
R Not Private Households	60	Active communal population
	61	Inactive communal population
	62	Business addresses without resident population

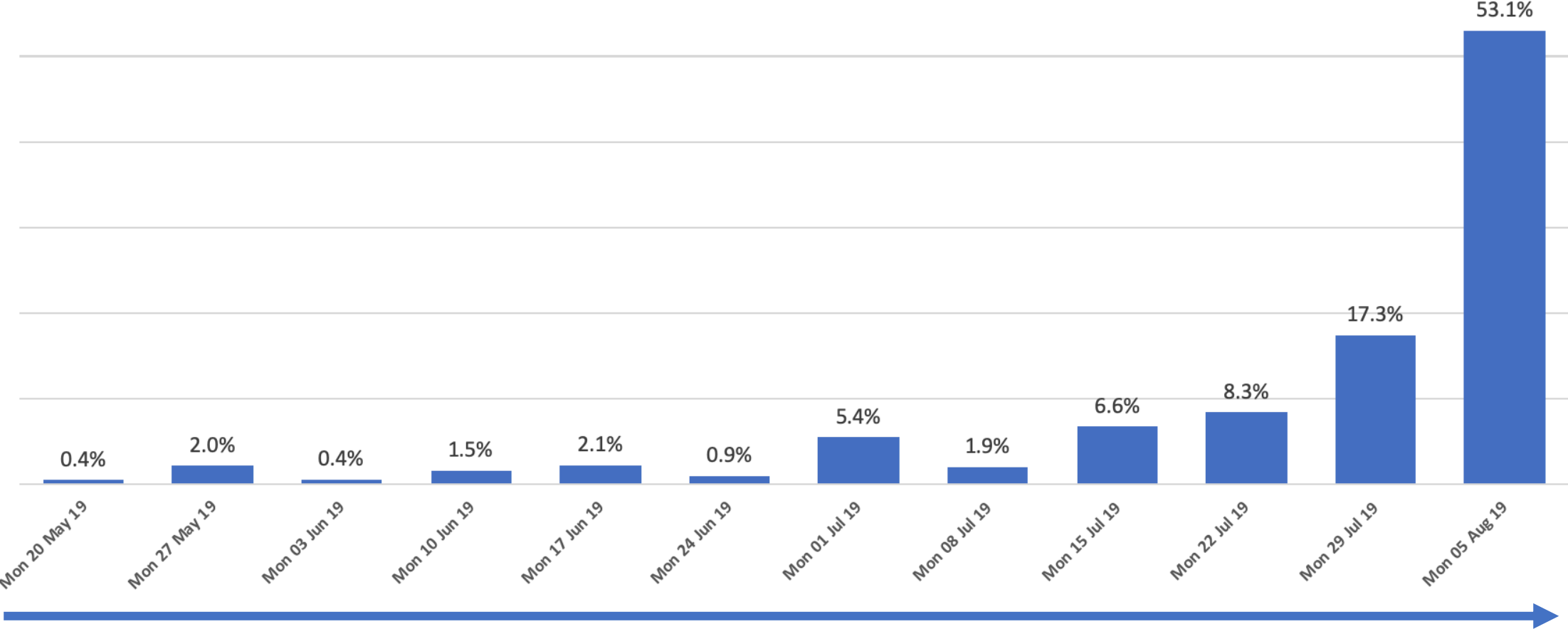
ACORN categories



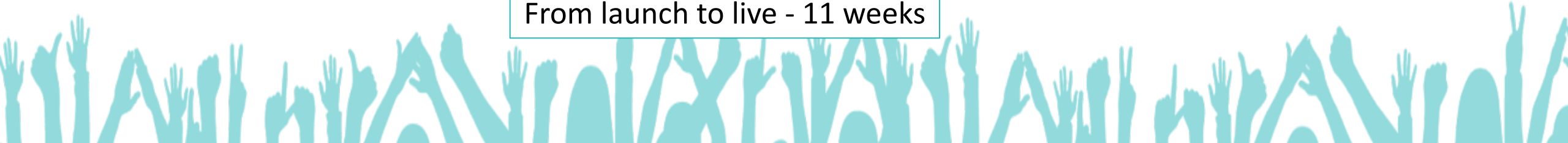
Ticket purchase channel



Ticket purchase trend



From launch to live - 11 weeks



WHY PARTNER

Two key benefits of partnering with us

1. **Boost your brand:** Raise awareness of brand and specific product in key market
2. **Internal investment:** Give key staff a reward, incentive or thank you

Why a festival?

Immediate brand association with a 'good time'.

Festival-goers are there for fun, to make memories and to spend time with friends and family.



Boost your brand

- **Brand stature:** events that tie into a brand's mission will help you to achieve more stature in the marketplace. Not only will your branding be on show, but you will also be part of an event which is full of people who are within your target audience.
- **Brand attitude:** for a brand trying to align itself with a certain demographic and a certain attitude, sponsoring an event is a great way to realign brand positioning.
- **Brand loyalty:** for a brand that wants to nurture a new audience or customer base, sponsoring an event can help to reinforce their links with that audience and create genuine loyalty.



Internal Investment

- Another advantage of event sponsorship is internal marketing, aimed at your own staff. It can be positioned as an incentive, reward or to thank.
- Through sponsoring a festival you can
 - a) show staff (and potential clients) what kind of a company you are
 - b) get your staff involved, generate that 'feel-good'
 - c) Visible reward in which you can also get involved



OPTIONS

Packages



	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
Available packages	1	2	3	5	20
Investment	£10,000	£6,000	£4,000	£2,500	£500
MAIN STAGE - Host verbal recognition on the main stage each day	Y	Y	N	N	N
BRAND - Large hanging branding on either side of the main stage	Y	N	N	N	N
BRAND - Ground-secured branded flags	x2 LARGE	x2 LARGE	x2 MEDIUM	x2 SMALL	N
SOCIAL MEDIA – Twitter, Facebook and Instagram	Y	Y	Y	Y	Y
WEBSITE – Custom page with logo, content and hyperlinks	Y	Y	Y	Y	N
EMAILS – Inclusion in our marketing to our GDPR compliant database	Y	Y	Y	N	N
OFFLINE – Logo on posters and flyers	Y	Y	Y	Y	Y
OFFLINE – Radio advert custom created	Y	N	N	N	N
ON-SITE - Space for on-site presence	4x4m ²	3x3 m ²	N	N	N
Free Passes	30 ADULT weekend passes	20 ADULT weekend passes	15 ADULT weekend passes	10 ADULT weekend passes	5 ADULT weekend passes

Additions



Upgrades	Investment	Upgrades	Investment
Boosted Facebook post	£500	Wi-fi network	£750
Logo on large-scale exterior banners	£250	Recycling Points	£500
Enviro-Friendly pint glasses	£500	Artist 'Dressing Rooms'	£1,000
AAA, VIP and artist printed lanyards	£500	Bar Tents Sponsorship	£300 each
Festival crew t-shirts & hi-vis	£250	VIP Lounge sponsorship	£1,000
Photo-opp site branding	£650	Children's Activity Area	£1,000

