

Golowan Festival 2019 Business Sponsorship Packages



GOLD - HEADLINE SPONSORSHIP £4,000

- Naming rights via strapline to Golowan Festival
- Sponsorship featured on home page of the Golowan Festival website
- Logo featured on 120 (approx.) Golowan Volunteer T-Shirts
- Sponsorship featured with front cover logo and full page ad in 12,000 issue festival brochure: logo featured on festival weekend four page brochure
- Sponsorship featured on Facebook page and Twitter
- Opportunity for staff to volunteer at the event
- Press release regarding sponsorship sent out via social media and print media
- Inclusion in all media releases
- Inclusion in all advertising and event promotional pieces
- Logo / recognition on all printed publicity materials
- VIP invitation to the Festival launch party
- Barrier advertising on key route section (sponsor to provide banners)

(TAKEN)

SILVER - KEY EVENT SPONSOR - SKATE PARK EVENT £2,000

The Golowan Youth Space at Wherrytown on Quay Fair Day is a fun-filled event for young people with activities including skate competitions, music, DJ-ing competitions, graffiti-art and a barbecue.

- Organisation name carried via signage at the event.
- Sponsor featured in 12,000 issue festival brochure and logo featured on festival weekend four page brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- Logo / recognition on all printed publicity materials
- VIP invitation to the Festival launch party
- Barrier advertising on key route section (sponsor to provide banners)
- Opportunity for staff to volunteer at the event

BRONZE – KIDS ON THE PROM £1,000 NOTES ON THE GREEN £1,000

Children's activities including creative, piratical, scientific, circus and entertainment workshops on the Prom and an open air concert in Penlee Park Theatre featuring young emerging musical talent from local schools and colleges – both events on Quay Fair Day.

- Organisation name carried via signage at the specific event.
- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Barrier advertising on key route section (sponsor to provide banners)
- Opportunity for staff to volunteer at the event

BRONZE - FOLK STAGES £1,000 SPONSORSHIP PER STAGE

We have two folk stages - one each on Mazey Day and Quay Fair Day (29 and 30 June) when musicians are contracted to perform from 10 am – 5 pm. Both are in very busy outdoor areas with other activities going on and attract a wide audience. The sponsor would be able to display a flag or banner advertising their involvement, although Golowan wouldn't be able to make or provide the flags.

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

BRONZE - MORRAB GARDENS – MAZEY DAY – £1,500

We are having children's activities with circus performers, a play bus as well as musicians and dancers in Morrab Gardens on Mazezy Day, 29 June. This event is very well attended by both families and adults without children who want to enjoy the entertainment whilst relaxing or picnicking in the grounds.

- There would be opportunity for the sponsor to display their flag or banner
- Sponsors featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

BRONZE - GOLOWAN POP UP SHOP - ALL WEEK LEADING UP TO AND INCLUDING MAZEY DAY - £1,000

Golowan books a pop up shop in Penzance - usually in the key location on the Terrace in Market Jew St next to the Sir Humphry Davy statue - and we use this as a base from which to sell our Golowan merchandise and as a space for our volunteers and crew to gather for a break and refreshments. The shop will be in a busy area, the sponsors will be able to display banners and also posters in the shop windows in the lead up and during Golowan and in the shop itself on Mazezy Day so there will be maximum display opportunities. They would also be able to hand out/ leave on display leaflets or other promotional materials in the shop.

- Press releases regarding partnership in print media
- Sponsor featured in 12,000 issue festival brochure
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

BRONZE SPONSOR – Reusable Drinks Containers £1,500

Following on from their very successful introduction in 2018 Golowan are again - in partnership with the high national profile Plastic Free Penzance campaign - demonstrating their commitment to the environment by utilising Golowan logo branded re-usable drinks containers in the Festival Marquee and many key locations. Drinkers will pay an initial £1 for the container, re-use it and either return it for £1 or keep it as a souvenir. This is a measure that has proved immensely popular at other festivals and was particularly noted and commended at Golowan in 2018. The opportunity exists for a sponsor to participate in this prestigious high profile campaign by having their business name/logo/strapline on the opposite side to the Golowan logo. Other benefits include:

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding involvement in high profile Golowan/Plastic Free Penzance campaign in print media

- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

KEY SPONSOR - The Mayor's Platform – Mazey Day - £500

There is an opportunity to sponsor the Mayor's Platform, which is the platform placed on high scaffolding around Market House on Mazey Day, 29 June. It is from this platform that, after the Mayor's procession has taken place, the Mayor (and mock mayor!) of Penzance address the crowds in Market Jew Street. There is a huge audience for this and potential maximum visibility for the sponsor's flag or banner throughout the whole day.

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

KEY SPONSOR – Street Music – Mazey Day & Quay Fair Day, Greenmarket, Queens Square, Wharfside Shopping Centre and the Boatshed - £500

Golowan features music throughout the town and the four specific sites named above over Mazey weekend – when 40,000 people flock to Penzance – are available in a sponsorship package which includes:

- Sponsor credit on all promotion material relating to the specific street music events
- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

KEY SPONSOR – Volunteers Refreshments - £100

Mazey Day – the beating heart of the Golowan Festival, when thousands of people flock to Penzance – simply wouldn't happen without the help of a dedicated army of Golowan volunteers. Providing refreshment for our volunteers – working hard all day at the height of Summer – is essential and the opportunity exists for a sponsor to associate themselves with this vital role in return for £100. The sponsorship offer includes:

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

KEY SPONSOR – Parade Refreshments - £100

On Mazey Day hundreds of children take part in the vibrant parades through Penzance as thousands of people look on in awed enjoyment. Providing refreshment for these children – parading at the height of Summer – is essential and the opportunity exists for a sponsor to associate themselves with this vital role in return for £100. The sponsorship offer includes:

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- VIP invitation to the Festival launch party
- Opportunity for staff to volunteer at the event

KEY SPONSOR – ADVERTISING on Crowd Barriers £50

- £50 per barrier panel (2m x 1m) on road closure and crowd management barriers. Advertiser to supply barrier panel by 24 June 2019. **(SOME TAKEN)**

KEY SPONSOR – Parade Images - £100

A highlight for many of the Golowan Festival is the abundance of wonderful, colourful, imaginative images that schoolchildren are helped to create and parade through the town in front of thousands of people on Mazey Day. The materials for these images – willow withies, paper, canes and tape - are purchased by the Golowan Festival and provided free to the schools to help them participate in an activity which is inspirational, educational and thoroughly enjoyable for their students. The opportunity exists for businesses to help defray this cost to Golowan by becoming a Parade Image sponsor in return for a contribution of £100 per business. The sponsorship offer includes:

- Sponsor featured in 12,000 issue festival brochure
- Press releases regarding partnership in print media
- Organisation named on the Golowan Festival website
- Sponsorship featured on Facebook page and Twitter
- Opportunity for staff to volunteer at the event