



Organised for the community, **by the community**

# Sponsorship Packages



# About Maidenhead Festival

Maidenhead Festival is the biggest, regularly organised, free, public event in Maidenhead and has many benefits for our community, including building community spirit and goodwill. It helps to strengthen the charities and other organisations which take part by providing a platform for publicity, fund raising and recruitment. We also aim to generate footfall for businesses in the town by bringing more people to the centre.



Last year was one of the most successful years we've ever had with an increase in the number of people attending Festival and taking part in the free activities. It is estimated that between 12,000 – 15,000 people from in and around Maidenhead enjoyed the two days of entertainment in 2023.

## Funding

Our budget for this year's festival is £60,000 and we really need the support of local organisations, companies and individuals to meet our target and make sure we have a great event in our town.

Maidenhead Festival is organised by the community for the community. We have a small team of dedicated volunteers who fundraise, plan, organise and make festival happen each year, none of whom are paid. Festival is a standalone event, it is not a council-run or funded event, which is why your support is really needed and appreciated.

Supporting Maidenhead Festival provides a great opportunity for your business to reach a large local audience, not only onsite at Festival but also through our extensive online presence (we have over 4,000 followers on Facebook). Many local businesses told us that they had had a very busy Saturday and Sunday because of the extra people in the town.

## Sponsorship Opportunities

We have several opportunities available to businesses so you can support this amazing community initiative. These include:

- Main Stage Sponsor @ £6,000
- Sound & Lighting Sponsor @ £4,000
- Saturday Headline Act Sponsor @ £3,000
- Sunday Headline Act Sponsor @ £2,000
- Big Screen Sponsor @ £2,000
- Fireworks Sponsor @ £2,000
- Marquee Sponsor - £2,000
- First Aid & Security Sponsor @ £2,000
- Beach Sponsor @ £2,000
- Music Acts Sponsor @ £1,000
- Printing & Marketing Sponsor @ £1,000
- Site Equipment Sponsor @ £1,000
- Kids Show Sponsor @ £750
- Bespoke Sponsorship at a price for your budget

## Tailor Made Sponsorship

We are very happy to work with you to create bespoke sponsorship packages to suit your needs and budget. Please call Lisa Hunter, Festival Chairman, on 07876 341334 or send an email to [lisajayne22000@yahoo.co.uk](mailto:lisajayne22000@yahoo.co.uk)

If you would like to discuss sponsorship opportunities for Maidenhead Festival with us – perhaps to fund a specific event, or band, or to pay for a specific piece of equipment such as our stage and receive linked publicity – please see our sponsorship packages below or email [lisajayne22000@yahoo.co.uk](mailto:lisajayne22000@yahoo.co.uk) and we will get in touch to arrange a meeting.

We appreciate all donations, large and small. If you would like to make a personal donation, please send your payment made payable to Maidenhead Festival, c/o Lisa Hunter, Chairman Maidenhead Festival, 22 Stratford Gardens, Maidenhead, Berkshire, SL6 3DT





# Sponsorship Opportunities

## Main Stage Sponsor - £6,000

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand at Festival
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising on the front of the main stage
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



## Sound & Lighting Sponsor - £4,000

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising on the technical stage/marquee
- Your logo included on our website with hyperlinks to your website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



## Saturday Headline Act Sponsor - £3,000

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising on the main stage during the headline act performance (company to provide)
- Announcement on stage before the headline act (by our compere)
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



### **Sunday Headline Act Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic promotional advertising
- Free stand on the field
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising on the main stage during the headline act performance (company to provide)
- Announcement on stage before the headline act (by our compere)
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



### **Big Screen Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising around the big screen
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



### **Fireworks Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 2 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Opportunity for banner advertising on the fencing surrounding the fireworks
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign





### **Marquee Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 2-minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Sponsors recognition in Festival Pull-out in the Maidenhead Advertiser
- Permission to hand out leaflets at Festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media & benefit of an extensive social media campaign



### **First Aid & Security Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic promotional advertising
- Free stand on the field
- 2 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Opportunity for banner advertising on the first aid tent
- Permission to hand out leaflets at Festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign

### **Beach Sponsor - £2,000**

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 2 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Flags around beach area and logo on buckets placed in the beach
- Invitation to VIP receptions during festival
- Permission to hand out leaflets at Festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



### **Music Acts Sponsor - £1,000**

- Recognition of sponsorship and inclusion of logo in generic advertising
- Free stand on the field
- 1 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Invitation to VIP receptions during festival
- Permission to hand out leaflets at Festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign



**Printing and Marketing Sponsor - £1,000**

- Recognition of sponsorship and inclusion of logo in generic promotional advertising
- 1 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Your logo included on our website with hyperlinks to your own website
- Permission to hand out leaflets at Festival
- Announcement of support via a press release to local media & benefit of an extensive social media campaign

**Site Equipment Sponsor - £1,000**

- Recognition of sponsorship and inclusion of logo in generic promotional advertising
- 1 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Permission to hand out leaflets at Festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign

**Kids Show Sponsor - £750**

- Recognition of sponsorship and inclusion of logo in generic promotional advertising
- 1 minute advert on the big screen (no sound) which will be on loop during the two days of festival
- Your logo included on our website with hyperlinks to your own website
- Announcement of support via a press release to local media
- Benefit of an extensive social media campaign

**Screen Advertising - from £75 for 30 seconds to £225 for 2 minutes.**

- Your advert will be on a continuous loop throughout the two days of festival
- A great opportunity for your business to be seen with a high hit rate.
- Advertising at Maidenhead Festival provides a great opportunity for your business to reach a large local audience.
- Up to 12,000 people from Maidenhead and the surrounding area enjoyed Maidenhead Festival last year.
- The cinema screen will be running from 10am to 10.30pm on Saturday and 11am to 9.30pm on Sunday.

If you would like to discuss sponsorship opportunities for Maidenhead Festival with us please contact Festival Chairman, Lisa Hunter, either by email at [lisajayne22000@yahoo.co.uk](mailto:lisajayne22000@yahoo.co.uk) or by phone on 07876 341334.

**THANK  
YOU!**

