

CRYSTAL PALACE FESTIVAL

15-23 JUNE 2019



crystalpalacefestival.org

Lauded for its friendly atmosphere and excellence in programming, this event is a much loved community focused highlight of the Crystal Palace calendar.

Festival Week Up the Palace >10,000 visitors
Village Green and Positivity in the Park, Crystal Palace Park
>9,000 visitors on 15 and 16 June 2019



5,700
followers



6,500
likes



1,500
followers

Audience

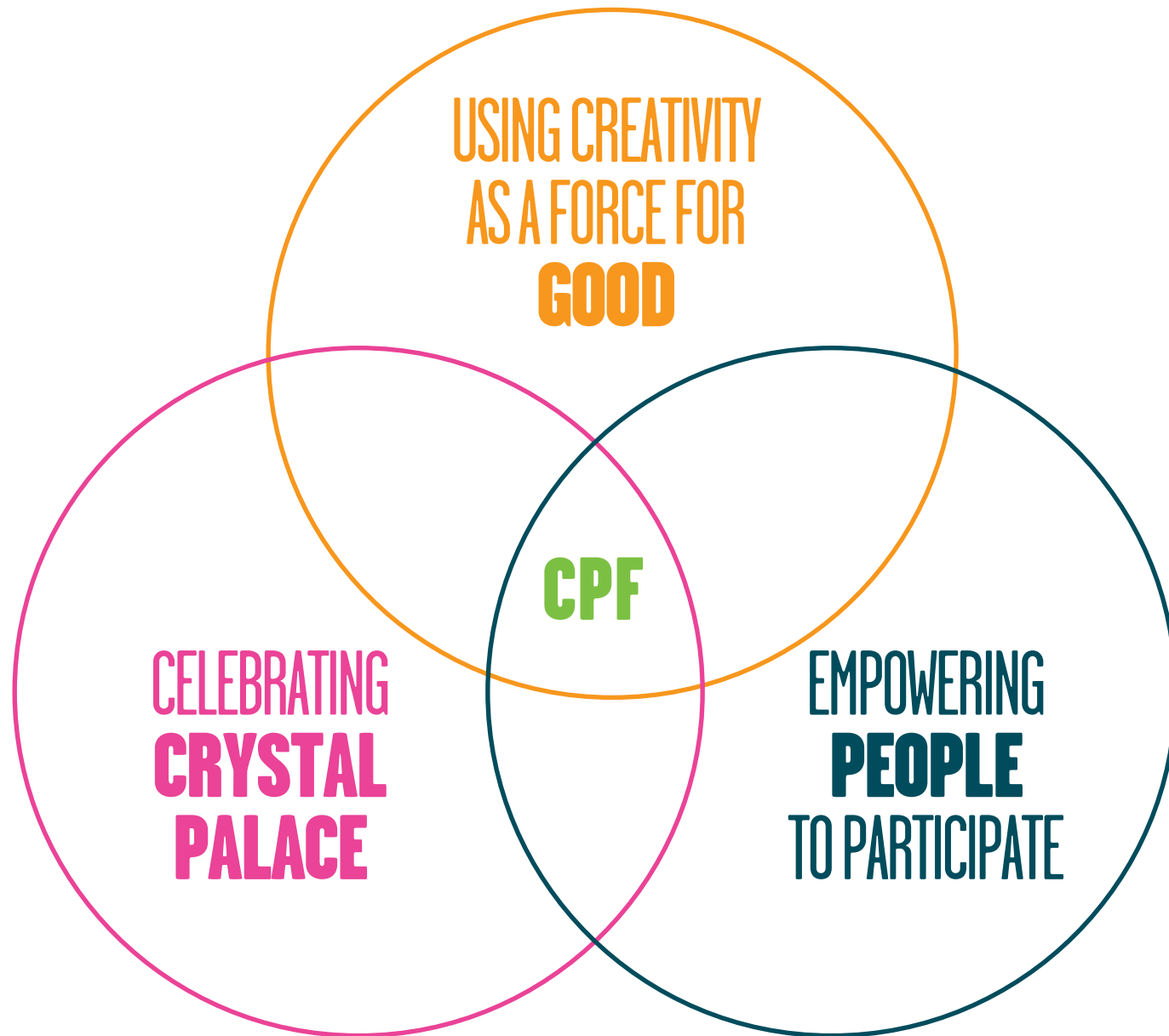
76% 33%
Aged 31-50 ABC1s

Website - 30,000
unique visitors in May
and June
Guide - 12,000 copies
Email newsletter -
1,500 recipients

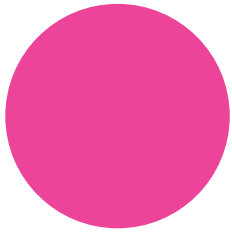
“Crystal Palace Festival is a wondrous jewel in the heart of south London. Uber cool, community driven & family friendly. Urban festivals don’t get any better than this”

Ross Godfrey – Morcheeba, 2017 headliners

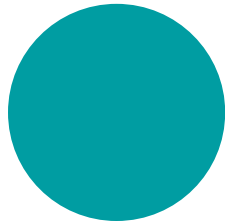
OUR ETHOS AND GUIDING PRINCIPLES — WHY WE DO WHAT WE DO!



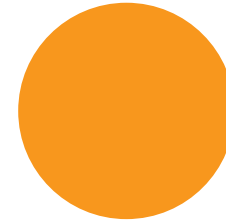
BENEFITS OF SUPPORTING THE FESTIVAL



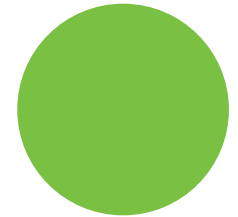
GAIN EXPOSURE
TO A LOYAL
LOCAL
AUDIENCE
BOTH ONLINE
AND OFFLINE



BE PART OF A VERY
POPULAR EVENT WITH
THE LOCAL COMMUNITY
& ASSOCIATE YOUR
BUSINESS WITH
ITS SUCCESS



EASILY REACH KEY
CUSTOMER SEGMENTS
- FAMILIES, YOUNG
PROFESSIONALS,
OLDER PEOPLE

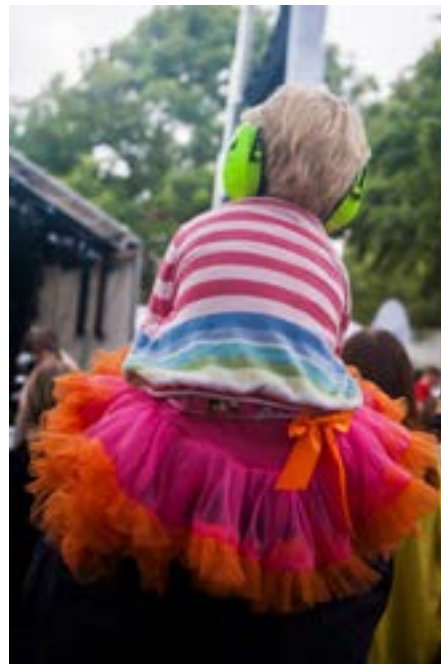


HELP ENSURE THE
FESTIVAL TAKES
PLACE IN THE FACE
OF MASSIVE FUNDING
CUTS



**LEAD
SPONSORSHIP
£1,200
ex VAT**

- Sponsor's logo on front page of What's On Guide
- Logo on London Overground posters x 13 stations x 4 week campaign
- Publicity distribution in the Village Green
- Feature interview and photo on festival's blog (integrated on website and promoted through Facebook and Twitter)
- Identified as headline sponsor on map (within What's On Guide) if appropriate
- Full page advertisement in What's On guide x 12,000 (artwork to be supplied by sponsor)
- Logo and text within What's On guide x 12,000 (30 – 40 words)
- Logo on banners around the Triangle and railway stations
- Logo on posters and Correx boards
- Logo on front page of festival website (link through to own website)
- Logo and text on website's sponsors' page
- Logo and text on festival Facebook page
- Listing in monthly festival email newsletters, circulation over 1,500 (from time of contract signing)
- Announcement of sponsorship via Twitter and Facebook
- Announcement of sponsorship in press release
- Announcement of sponsorship in email newsletter x 1,500 circulation
- Inclusion in sponsors' listing in all press releases.



**ADVOCATE
SUPPORTER FEE
£600
ex VAT**

- Logo on festival posters and Correx Boards 6 week campaign across Crystal Palace
- Logo on front page of festival website (link through to own website)
- Identified as Advocate Supporter on festival map if appropriate (within What's On Guide)
- Feature interview and photo on festival's blog (integrated on website and promoted through Facebook and Twitter)
- Logo and text within What's On guide x 12,000 (30 – 40 words)
- Logo and text on festival Facebook page
- Quarter page advertisement in What's On guide x 12,000 (artwork to be supplied by sponsor)
- Announcement of support via Twitter and Facebook
- Announcement of support in press release
- Announcement of support in email newsletter x 1,500 circulation
- Inclusion in supporters' listing in all press releases

**AFFILIATE
SUPPORTER FEE
£300
ex VAT**

- Logo and text on website's supporters' page
- Logo and text on festival Facebook page
- Identified as Affiliate Supporter on festival map if appropriate (within What's On Guide)
- Quarter page advertisement in What's On guide x 12,000 (artwork to be supplied by sponsor)
- Logo and text within What's On guide x 12,000 (30 – 40 words)
- Announcement of support via Twitter and Facebook
- Announcement of support in press release
- Announcement of support in email newsletter x 1,500 circulation
- Inclusion in supporters' listing in all press releases.

**ASSOCIATE
SUPPORTER FEE**
£200
ex VAT

- Logo and text on website's supporters' page
 - Logo and text on festival Facebook page
 - Logo and text within What's On guide x 12,000 (30 – 40 words)
 - Identified as Associate Supporter on festival map if appropriate (within What's On Guide)
 - Announcement of support via Twitter and Facebook
 - Announcement of support in email newsletter x 1,500 circulation.
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