

ALL PROCEEDS GO TO



wigan youth zone



18.06.2020

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21.06.2020

**SPONSORSHIP
PACKAGES**

If you are interested in any of the sponsorship packages please contact our fundraising team on 01942 612 061 or email on sharon.mclaren@wiganyouthzone.org



SPONSORSHIP PACKAGES

The Reet Good Beer Festival will be returning to Wigan this June to help raise vital funds in aid of Wigan Youth Zone, support from local businesses is essential to the success of this unique and popular event.

Last year the event attracted over 2000 people, with something for everyone including a host of live entertainment from Soul & Motown, to a classic Brass Band for Sunday's Family Day. 2020's Festival promises to be bigger and better, building on the legacy of Wigan's biggest **Beer Festival** event and introducing an even larger selection of gins, ciders, ales and a incredible entertainment schedule.

The Beer Festival is an important part of our fundraising calendar, not only does it generate funds to support the Youth Zone's charitable activities but it also raises awareness in the local community. To help us deliver the event, we rely on support from local businesses in the shape of sponsorships.

Sponsors of the Beer Festival can be safe in the knowledge they've supported local young people and had a positive impact on the community, as well as benefiting from a unique advertising opportunity. Also to kick start the festival, Sponsors can take advantage of our Sponsors Afternoon with great networking opportunities including a Sponsor's Buffet, advanced entry to the festival and a pint on us!

CHEERS!



HEADLINE SPONSOR £3500

Our Headline sponsor will be the premier partner of the event and will be promoted along side every representation of the Reet Good Beer Festival.

Includes:

- Mentions in all pre and post event publicity including regional press coverage.
- Naming Rights on all promotional advertising and branding
- Consistent social mentions (reaches over 15,000 people)
- Large Banner (supplied by yourselves) to be displayed outside and inside the marquee.
- Main logo printed on a deckchair which is a main feature for social media
- x30 complimentary tickets to the Sponsors Session, Friday Afternoon on 19th June (12:00 - 18:00).
Included in each complimentary ticket :-
 - Entry, Pint Glass, Programme, Buffet.
- x10 complimentary tickets to the Family Fun Day on Sunday 21st June
- Prominent logo advertising on staff/volunteer T-shirts worn throughout the event.
- Logo printed on 2000+ pint glasses
- Full page advert in 2000 Reet Good Beer Festival Programmes. (Own artwork to be provided)



ASSOCIATE SPONSOR £2200

Our Associate Sponsors will support the Reet Good Beer Festival by proudly appearing on promotional material of the event;

Includes:

- Logo on promotional advertising and branding
- Banner (supplied by yourselves) to be displayed inside the Marquee
- Logo printed on 500 pint glasses
- 15x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).

Included in each complimentary ticket :-

- Entry, Pint Glass, Programme, Buffet.
- x10 complimentary tickets to the Family Fun Day on Sunday 21st June
- Medium logo advertising on staff/volunteer T-shirts worn throughout the event
- Full page advert in 2000+ Reet Good Beer Festival Programmes. (Own artwork to be provided)
- Please note there are 4 Associate Sponsorships available



BAR SPONSOR £1100

The package offers exclusive sponsorship of our five popular bars, Ale, Lager, Cider, Gin and Prosecco. With hundreds of people lining at the bars, this is a great opportunity to have your brand in prime view!

Includes:

- Banner (supplied by yourselves) and displayed on the bar of your choosing (dependent on availability).
- Your logo displayed on our website
- Your promotional material displayed on the bar
- 8x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).
- Included in each complimentary ticket :-
 - Entry, Pint Glass, Programme, Buffet.
- Half page advert in 2000+ Reet Good Beer Festival Programmes. (Own artwork to be provided)
- Please note there a 5 Bar Sponsorships available



STAGE SPONSORSHIPS £1100

The package offers exclusive sponsorship of the stage in the Marquee. With hundreds of people watching the acts on the stage this is a great opportunity to have your brand in prime view!

Includes:

- Banner (supplied by yourselves) and displayed on the stage
- Your logo displayed on our website
- 8x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).

Included in each complimentary ticket :-

- Entry, Pint Glass, Programme, Buffet.
- Half page advert in 2000+ Reet Good Festival Programmes. (Own artwork to be provided)



GLASS SPONSORSHIPS £850+

The Glass Sponsorship is a fantastic opportunity to have your business logo in the hands of our customers.

Includes:

- Logo printed out onto 500 souvenir, Pint, Half Pint, Gin or Prosecco Glasses
- Your logo displayed on our website
- Your promotional material displayed on the bar
- 8x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).

Included in each complimentary ticket :-

- Entry, Pint Glass, Programme, Buffet.
- Half page advert in 2000+ Reet Good Beer Festival Programmes.(Own artwork to be provided)



BAND SPONSORSHIPS £800

The package offers exclusive sponsorship of one of our three popular bands. With hundreds of watching the acts in the Marquee, this is a great opportunity to have your brand in prime view!

Includes:

- Banner (supplied by yourselves) and displayed in the Marquee
- Your logo displayed on our website
- Your name cited with every band reference
- 8x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00). Included in each complimentary ticket :- Entry, Pint Glass, Programme, Buffet.
- Half page advert in 2000+ Reet Good Beer Festival Programmes. (Own artwork to be provided)
- Please note there are 3 Band Sponsorships available;
 - Oasis (Friday Night)
 - Bavarian Stompers (Saturday Afternoon)
 - Midnight Soul Sisters (Saturday Night)



T SHIRT SPONSORSHIP £600

Have your logo displayed on all staff and volunteer T-Shirts throughout the event site. A focal point for all customers, the Reet Good Beer Festival team will proudly display your logo on their uniform and in all press photography.

Includes:

- We will print your logo onto 200 T-Shirts worn by staff and volunteers
- Your logo displayed on our website
- 6x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).

Included in each complimentary ticket :-

- Entry, Pint Glass, Programme, Buffet.
- Half page advert in 2000+ Reet Beer Good Festival Programmes. (Own artwork to be provide)
- Please note there are 3 T-Shirt Sponsorships available



BARREL SPONSORSHIP £220

As a festival, we take pride in having a large variety of ales on offer including plenty from right here in Wigan.

Have your business logo fronting up one (or several) of our ales on offer, in plain sight of over 2000 customers.

Includes:

- Your logo displayed in-front of the barrel alongside ale information
- Your company name displayed on our website
- 6x complimentary tickets to the Sponsor Session Friday afternoon 19th June (12:00 - 18:00).
Included in each complimentary ticket :-
 - Entry, Pint Glass, Programme, Buffet.
- Please note there are 75 Barrel Sponsorships available



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