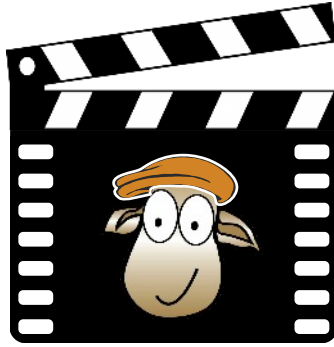


ROTHERHAM REAL ALE & MUSIC FESTIVAL 2024

7-9 March



Sponsorship opportunities



It's been more than 30 years since the stars of the silver screen graced the streets of Rotherham. However, all that is set to change in 2024, with the opening of the town's first purpose-built cinema since the 1930s.

Ahead of the eagerly anticipated opening of Rotherham's new cinema, this year, the Rotherham Real Ale and Music Festival is paying homage to the world of cinema in...

The Director's Cut - not only giving a nod to the stars of the silver screen, but also celebrating brewing stars from across Yorkshire and beyond.

Our Charity partner

One in two people will develop some form of cancer during their lifetime. Launched in 2004, Rotherham Cancer Care Centre was created to support people who have cancer, or been affected by cancer. The centre provides a range of professional counselling and complementary therapies, helping those whose lives have been affected by cancer to adjust, cope and improve quality of life.

How you can help

The Rotherham Real & Music Festival is run entirely by a team of hardworking and dedicated volunteers and by supporting this year's festival you'll not only be helping to support a fantastic local good cause, but you will also be helping to make shape one of the most popular events of its kind in the north.

Like many organisations, the festival hasn't been unaffected by rising costs. There is a distinct possibility that this year's event could be the last time the festival takes place.

Put simply, without the generosity and support we receive from local businesses, this event would not happen. We need your help to make 2024 a blockbuster in every sense.

As a thank you, all sponsors will receive complimentary entry tickets to the festival and our flexible sponsorship packages are designed to help your business stand out from the crowd.

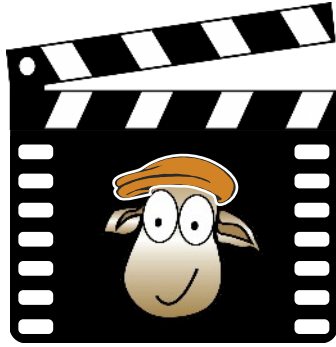
Why support the Rotherham Real Ale and Music Festival?

- Opportunities to meet potential new customers
- Be seen by thousands of festival visitors
- Support local good causes

We have a comprehensive range of opportunities to suit your budget, with **packages starting at just £150!**

As a sponsor, you will receive:

- Complimentary tickets to the festival on Thursday, Friday or Saturday
- Festival Glasses, providing FREE re-entry on Saturday
- Copies of the festival programme.



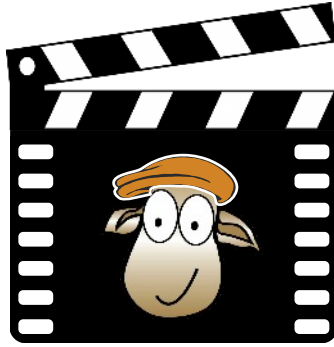
Walk of fame



A tribute to the golden age of Cinema wouldn't be anything without our very own walk of fame!

Located in the main corridor, put your name up in lights, or leave a personal message in memory of a loved one.

Available for just £50, you will receive two complimentary entry tickets to this year's festival



Beer, Cider & Wine

The easiest way for your business to be seen at the festival!

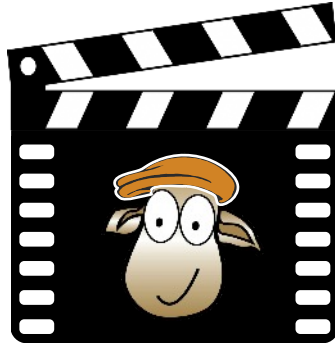
Beer, Cider and Wine Sponsorship places your business at the very heart of the festival. It's a chance to show your support for local breweries, and be seen by thousands of thirsty beer lovers taking part in the festival.

£150 buys you sponsorships rights to a tittle of your choice throughout the duration of the festival. Your company name, or logo (if supplied) will appear proudly above each bar, featuring prominently on the posters contain tasting notes relating to your chosen tittle.

The posters don't just sit on the bars, but are also proudly displayed throughout the festival, meaning there are plenty of opportunities for visitors to see your brand.

Choose your favourite drink or brewery and enjoy **8 ENTRY TICKETS** and glasses for to the festival - and enjoy free re-entry on Saturday!





PROGRAMME



Visitors to the festival receive a free commemorative programme.

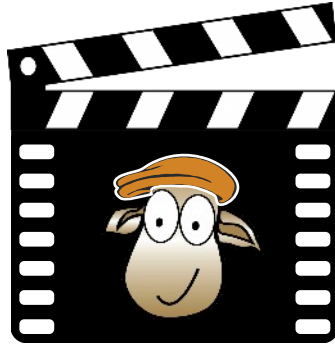
The programme includes tasting notes on every drink available inside the festival, bus timetable information, details about food, beer tokens, entertainment, and where to find it.

Many people attending the festival keep their programme as a souvenir and taking out an advert in the programme guarantees a place in festival history.

This year's programme will be limited to 16 pages, meaning that placements are limited: Once our advertising slots are sold, they're sold!

Contact our sponsorship team today to reserve your spot, or alternatively, contact the sponsorship team.

Ad. Size	Tickets received	Price
Half page	8	£175
Full page	16	£300
Premium placement*	18	£400
*Premium placements are back page, inside front, inside rear		



SHEEP!

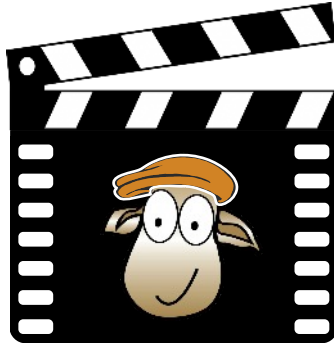


Standing at four feet high, our festival sheep are difficult to miss. Displayed safely behind the bars for all to see, each sheep features a company logo and provides an opportunity for your company to really stand out across the festival.

Each sheep comes with 12 complimentary entry tickets for any session and costs £200 each.

Once the festival is over, you will have the opportunity to keep your sheep as a lasting memento of the event.

Discounts are available for combined sponsorship packages...or why not go one step further and build your own flock?



BAR SECTIONS



Sponsoring a bar section is the next level up from sponsoring a beer and gives your company a stronger presence within the festival. Each section of bar is either six or twelve feet in length and contains either **FIVE** or **TEN** different beers in total... we'll also provide you with a complimentary sheep as well!

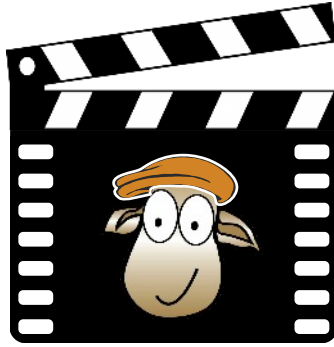
All beers in the section are branded with your company name and logo. Space is available along the back of the bar for you to display a company banner if required.

Sponsored small bar sections feature in the main festival areas, guaranteeing a lot of attention from visitors. Within the main hall you can also benefit from exclusive sponsorship of certain breweries, please contact the sponsorship team to discuss further.

This offers an excellent way to increase the visibility of your company within the festival.

You can also try your hand at the working bar as well - a great way to stand out!

Small bar section: £700 (30 entry tickets)
Large bar section: £1100 (60 entry tickets)



Entry Tickets



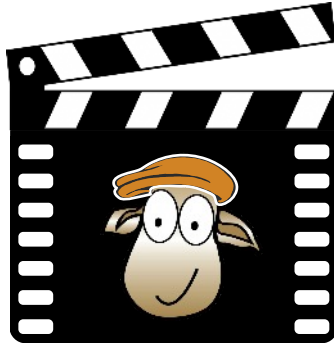
Many festival goers buy their tickets months in advance and they sit in pride of place on the mantelpiece! Can you afford to miss this fantastic marketing opportunity to have your company logo and message on the back of the ticket? The ticket sponsor will receive 10 TICKETS with free glasses for entry to one or more nights of festival of their choice.

Entry tickets:
Beer tokens:

Beer

Please note to the size of the tokens and tickets this is limited to just

SOLD



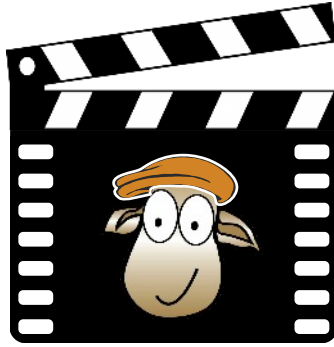
VOLUNTEER T-SHIRTS



The festival is run throughout the four days by our army of approximately 150 dedicated volunteers. Every volunteer receives a commemorative T-Shirt, which is worn during the festival. Many of our previous designs have proved to be extremely popular and are worn proudly by our volunteers throughout the year.

Sponsoring staff t-shirts would cost £1,500 and the t-shirts feature the sponsor's name across the front.

You will also receive 100 TICKETS with free glasses for entry for any session, with free re-entry to the event on Saturday.



GLASSES

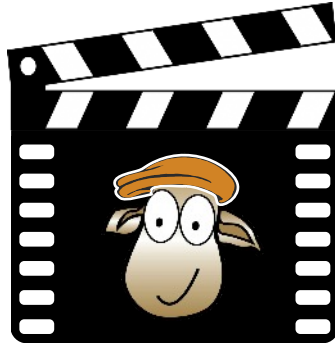


Every visitor to the festival receives a glass – it's the passport to the festival, with many kept as souvenirs afterwards. What better way for your company to become part of festival history, by having your company logo in the hands of visitors?

Putting your company logo on glasses is a very popular sponsorship package. .

Glass sponsorship is available for £1,200 per logo - JUST ONE SLOT REMAINING!

All glass sponsors will receive 80 TICKETS with free entry on either Thursday or Saturday's session.



TEAM BUILDING OPPORTUNITIES



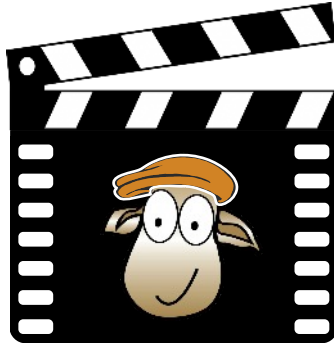
Your business can be part of the Rotherham Real Ale and Music Festival in many different ways, and following a number of requests, we have decided to launch a special package this year, offering a chance to use the festival to build relationships amongst staff in the social setting of the Rotherham Real Ale and Music Festival!

Our team building package includes provision of bar space which will be allocated to your company throughout the festival. You can choose whether to staff the area on one evening or throughout the festival. All members of staff participating and each person will receive a staff t-shirt, a festival glass as well as a free meal for each shift that they work.

The area will be displayed throughout the festival, with a minimum of ten beers allocated to your company, and don't worry if you've never pulled a pint before, as full training will be provided!

Our team building opportunities are tailored specifically to suit your needs. Interested?

Contact our sponsorship team today to reserve your space.



STAGE

Each of our main festival areas feature stages where a diverse range of performers wow the crowds every night of the event.

From barbershop to big bands, classic rock to some of the best tribute bands in the business, the stages provide a focal point in our larger bars, and we're offering your company a chance to be part of it!

As well as being named in the programme, and throughout the festival, we will work with you to ensure that your banners are prominently displayed.

There are three stages which will feature inside the festival. Your company could name the stage, and incorporate branding/ banners around the performance area. All sponsors will receive 50-100 TICKETS with free glasses for entry to one or more nights of the festival of their choice.

Please note that you would be responsible for supplying the banners used to decorate the Stages.

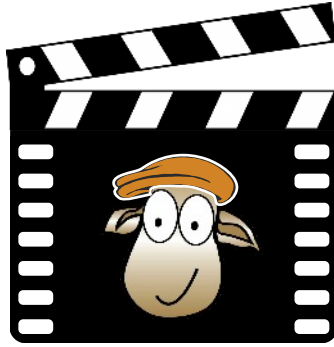
Both stages are available,
Please contact our sponsorship team for more details.

New for 2024

As part of our cinema-themed festival we plan to show a variety of short films during the festival in our popular Boardwalk room.

Screen sponsorship is also Available.





THE REGAL



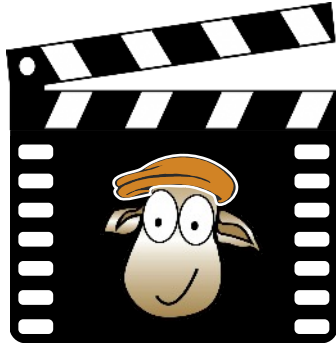
As in previous years, our festival features some of the best beers from Yorkshire, but we also intend to explore beyond the boundaries of the White Rose County.. Located on the main corridor our small bar provides a quiet, intimate atmosphere which is great for entertaining your guests.

Our small bars have always proved to be popular at the festival, and provide a more intimate atmosphere to enjoy beers from across the UK.

As a sponsor of a small bar, your name would appear in the signage around the festival, as well as being named in the brochure. You would be able to display promotional materials e.g. stands etc. and really make the space your own. Use the space to entertain guests, put up displays or even try your hand behind the bar, the choices are up to you!

In addition to our small bar, we are also offering you the chance to sponsor one of our guest brewery bars, which will be located in the Main Hall.

Guest brewery bars (located in the main hall): £750 (50 x entry tickets)
Small bar room £1500 (100 x entry tickets)



THE CINEMA HOUSE

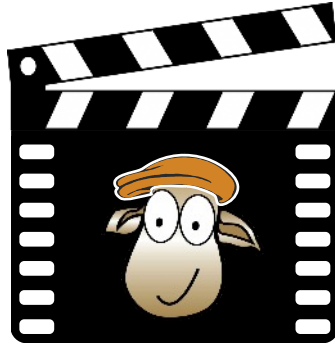


The Phoenix room features an intimate atmosphere, and brings together good beer and plenty of live music to choose from. This year it will also host our cinema experience, with films being screened throughout the duration of the festival.

The room pays tribute to one of South Yorkshire's most famous live music venues, and also includes a good selection of beers, ciders and wines. It has proved to be an extremely popular and sought after area of the festival amongst sponsors.

Sponsoring the Phoenix Room provides naming rights over the room, as well as chance to display banners on the stage, as well as sponsorship of all beers featured in the room.

Sponsorship of the Boardwalk would cost £1500.



The Essoldo



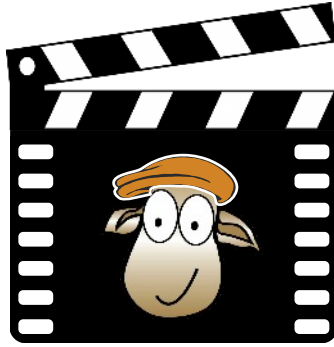
This is the first room that people see when they enter the festival and the last one they will see before they leave, and also home to one of two dining areas inside Magna.

In addition to a great selection of beers, the Red Hall provides a seated area and cafe, as well as offering you the chance to try your hand at a selection traditional pub games.

Sponsoring the Red Hall guarantees that your business will be seen by every visitor to the festival, and with plenty of space inside this room there is plenty of scope to customise the room to suit your needs!

As with all our major sponsors, sponsoring the Red Hall will see this area of the festival named after your company, with your name appearing in the programme and within all signage throughout the festival, as well as the chance to decorate the room as you wish!

Sponsorship price: £2500.



The Hippodrome

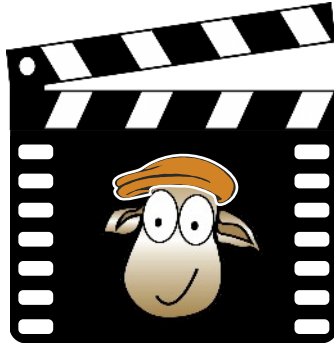


Situated at the very heart of the Rotherham Real Ale and Music Festival, the South Yorkshire hall is always one of the most popular sections of the festival and it offers a terrific chance for your business to make an impact – with lots of wall space to decorate, space to host your own exhibition stand and much more.

Featuring locally produced beers from almost every brewery in South Yorkshire, this large area of the festival is the beating heart of the Rotherham Real Ale and Music Festival.

The South Yorkshire Bar also features Cider, Wine, Gin and prosecco, as well as the main bar of the festival, food and exhibition space. It is home to the centre stage of the festival, which features guaranteed show-stopping performances from some of the best acts in the business.

Sponsoring the Main Hall guarantees that your business will stand out in the festival, and naming rights over this premium spot could be yours for £4000.



EXCLUSIVE NAMING RIGHTS



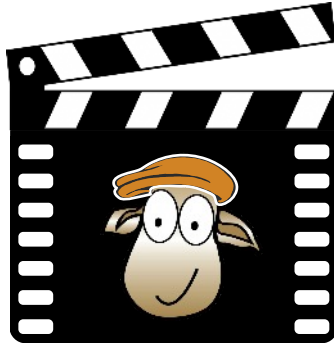
The Rotherham Real Ale and Music Festival is a well publicised event, with marketing materials distributed throughout the South Yorkshire Area. Exclusive naming rights of the festival ensures that throughout all pre-publicity relating to the festival, that your business would be associated with one of the largest and most successful real ale festivals in the north.

Exclusive naming rights would provide your company with:

- Company name being associated with the event, with your brand appearing in the festival title
- Company logo appearing on all pre-promotional materials
- Company logo appearing on the front cover of the programme
- Full page of editorial within the programme introducing your company
- Logo appearing on all festival glasses
- Logo appearing on festival T-Shirts
- Exclusive VIP area to host a private function

Total cost:

£12,000



BESPOKE PACKAGES

Thinking of supporting the festival, but looking for something unique to your business? In the past many companies have used the festival to celebrate special anniversaries, host private events, and even their own beer tasting! We can provide a range of bespoke packages, designed to suit every budget. Get in touch to find out more.

READY TO BOOK?

We are looking forward to welcoming you to our special 2024 festival. Remember, every sponsorship package includes complimentary entry tickets and glasses to enable you and your guests to enjoy the event.

To reserve your space at the festival, please contact our sponsorship partner, Cannon PR on 01709 321585 or email matthew@cannonpr.co.uk. Alternately, visit our website at www.magnarealale.uk and don't forget, if there's something we've missed, or you would like to get involved in the festival in a different way, we'd be more than happy to help.