



# ROTHERHAM REAL ALE & MUSIC FESTIVAL 2020

Commemorating the 80<sup>th</sup> Anniversary of  
The Battle of Britain



**Sponsorship opportunities**



# WELCOME

## **The Rotherham Real Ale and Music Festival is Baa'ck!**

Proceeds from the festival go directly towards covering the costs of the event, as well as helping to raise money for our chosen charity partner: Rotherham Cancer Care Centre.

Through your support, the festival has already raised over £150,000 for local good causes.

All sponsors 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?**

- Was the largest Real Ale Festival in the North of England
- 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 £100!**

## **As a sponsor, you will receive:**

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

**For more information, or to book space within the festival please contact our sponsorship team, Cannon PR, on 01709 321585 or email: [matthew@cannonpr.co.uk](mailto:matthew@cannonpr.co.uk)**



# BEER, CIDER & WINE

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

Beer, Cider and Wine Sponsorship is easy. **£100** buys you sponsorships rights to a drink of your choice. 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 tipples.

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 **10 ENTRY TICKETS** and glasses for to our Thursday preview night - and enjoy free re-entry on Saturday!





# PROGRAMME



**Every visitor to the festival receives a 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 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
Full page	25	£250
Premium placement*	30	£300
*Premium placements are back page, inside front, inside rear		



# BE PART OF THE 616 SQUADRON



*Pictured above: Last festival's "The Hoof" along with an example of one of the Centurions used in the 2014 festival*

Any trip to the Rotherham Real Ale & Music Festival wouldn't be complete without members of "The 616 Squadron": Originally stationed in South Yorkshire, our squadron members will be stationed throughout the festival

The 616 Squadron will stand proudly at over 5ft tall and comes with its very own board, proudly displaying the logo of your company and will be used to guide visitors around the festival.

Each sheep comes with 10 complimentary entry tickets for Thursday's sponsor night or Saturday evening and costs £120 each.

Discounts are available for those interested in owning multiple sheep. Or why not go one step further and build your own herd!

Once the festival is over, you can take it home as a permanent memento of the event.



# 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 feet in length and contains **SIX** different beers in total.

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 South and West Yorkshire halls 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. All sponsors will receive 50 TICKETS with free glasses for entry to one or more nights of the Festival of their choice.

The total cost is just £500 – the equivalent of sponsoring five individual beers!



# STAFF T-SHIRTS



The festival is run throughout the four days by our army of approximately 150 dedicated volunteers. Every volunteer receives a special 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 £1,200 and the t-shirts feature the sponsor's name across the front.

You will also receive 100 TICKETS with free glasses for entry for Thursday evening with free re-entry to the event on Saturday. Alternatively tickets can be made available for Saturday.



# GLASS SPONSORSHIP



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. This year, we will be limiting logos to a maximum of three.

Glass sponsorship is available for £1,000 per logo - **JUST ONE SLOT REMAINING!**

All glass sponsors will receive 50 TICKETS with free glasses for 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.



# STAGES

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 areas, 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.



South Yorkshire Hall



Boardwalk

# SMALL BARS

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# HURRICANE BAR



As in previous years, our 2020 festival will be based around lots of different rooms, meaning that there are plenty of nooks and crannies to explore!

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!

A small bar costs £1200 to sponsor... equivalent to sponsoring ten barrels of beer!

All sponsors will receive 100 TICKETS with free glasses for entry to one or more nights of the festival of their choice.



# THE BOARDWALK



The Boardwalk features an intimate atmosphere, and brings together good beer and plenty of live music to choose from!

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 Boardwalk 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.

**SOLD**



# THE RED HALL: SPITFIRE ROOM



This is the first room that people see when they enter the festival and the last one they will see before they leave.

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.

Sponsorship price: £2000.



# SOUTH YORKSHIRE HALL LANCASTER BOMBER



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 and Wine bars, 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

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We hope that you are able to support our work in 2020 and we can build bespoke packages designed to suit your individual needs.

All packages featured in this brochure also include a number of complimentary entry tickets and glasses to the festival.

For further details contact Marketing and Sponsorship Manager Matt Ridsdale on 01709 321585 or email [matthew@cannonpr.co.uk](mailto:matthew@cannonpr.co.uk). Alternately, visit our website at [www.magnarealale.uk](http://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. Everything is negotiable!