



# BRISTOL INTERNATIONAL FESTIVAL OF KITES & AIR CREATIONS

ASHTON COURT ESTATE, BRISTOL  
4<sup>th</sup> and 5<sup>th</sup> September 2010

## MAIN SPONSOR'S PACKAGE

**In return for £15,000 - £20,000, the Festival is offering the following for discussion:**

- ❖ Sponsor's name incorporated within the Festival title (as appropriate).
- ❖ Sponsor's logo and credit included on official Festival promotional and printed material including event posters and leaflets, programme, event advertising and Festival t-shirt.
- ❖ Sponsor's editorial featured prominently in the Festival's official programme (as appropriate to size and layout of programme).
- ❖ Liaison over content of press releases and photocall opportunities with a view to seeking maximum coverage.
- ❖ Inclusion of sponsor's details on Festival website and reciprocal links to own site.
- ❖ Opportunity to feature in any Festival-related promotions or competitions.
- ❖ Building of a special display kite or kite banner carrying the sponsor's logo. This would be flown at the media preview, used in publicity and prominently displayed during the Festival. Design of the kite could be a special shape to fit with the company brand.
- ❖ Building of two feather banners, carrying sponsor's name/logo to be displayed on site and used in pre-publicity. Additional banners can be purchased at cost.
- ❖ Site presence at the Festival providing the opportunity for the sponsor to display corporate/publicity material either in their own pitch area or within the main festival marquee. The nature/activities involving any direct interface with spectators must be agreed with the Festival organisers in advance.
- ❖ Hourly mention of sponsor's name over the public address system as part of the ongoing festival commentary e.g. spot prizes, naming specific activities around sponsor's name.
- ❖ Opportunities to display Sponsor's own branded banners and flags in specified locations around the site.
- ❖ Scope for sponsor to organise their own corporate hospitality during the Festival or key company personnel invited to join the flyers' on-site Saturday evening party.
- ❖ Complimentary on site car parking for key company personnel and guests.

### **For further information please contact:**

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