



Saturday 13th September 2014
Larkhall Park, SW8

SPONSORSHIP PACK



FRIENDS OF LARKHALL PARK & STOCKWELL PARTNERSHIP



Stockwell Festival 2014



@stockwellfest

www.thestockwellfestival.co.uk



Do you want to be part of Stockwell's premier Public Event?

Stockwell Partnership and Friends of Larkhall Park have been running the annual Stockwell Festival since 2000. Last year over 5,000 people attended alongside 50 local businesses and community groups. There is nothing else in Stockwell like it.

The Festival is a celebration of the great vibrancy and diversity of Stockwell. It brings together an eclectic mix of artists, bands, comedians, community groups, and acts alongside local public sector and voluntary organisations, exhibitions and activities. We host a wide range of commercial and food stalls, and new for this year is a dog show by Battersea Dogs Home.

In our last survey 50% rated the Festival as excellent and 33% as good. 87% stated that they had found out about new services locally, and 71% said that they had learnt or tried something new at the event. 94% said they would attend again.

We need support from local businesses to assist with the running of this festival. It is a free event run by not-for-profit organisations with tiny grants. Without your support the festival would not be what it is.

Read on if you would like to take part and promote your company to our large local audience.

The 14th Annual Stockwell Festival

This year the Festival will take place on **Saturday 13th September** in **Larkhall Park, SW8**. It will be promoted widely through:

- Thousands of fliers hand delivered to local households
- the Stockwell Festival website
- a Festival programme leaflet
- social media (twitter, local blogs, facebook)
- local press and radio, including Portuguese and other language press
- posters in shops, GPs, and community venues
- banners

Supporters: Stockwell Festival receives support from a wide range of organisations and individuals including Awards For All, Lambeth council, the Metropolitan Police, the NHS and the London Community Foundation. Our Steering Group includes representatives from local groups and businesses such as the Friends of Larkhall Park and Blenheim Drug Project. We also supply employment and skills training to young volunteer stewards.

Stockwell Partnership is a charity run by local people for local people. We aim to improve the quality of life in the local neighbourhood by developing projects, building partnerships and representing the needs of the community to decision makers. We work with residents to create a neighbourhood where people feel happy and safe, and have a sense of pride and ownership. Registered charity (No. 10858800) and registered company limited by guarantee (No. 3801173).

The **Friends of Larkhall Park** Group was formed by local residents to improve, protect and promote Larkhall Park as a place of landscaped open space and is registered as an environmental body with Entrust.

Sponsorship

Stockwell Festival aims to increase partnerships with the private sector. Our profile and attendances have grown year on year, and we now offer a range of sponsorship opportunities to achieve presence, make connections, and engage with approximately 6,000 attendees and the much higher number of people that our marketing reaches.

Benefits to Sponsors

- Create positive PR and raise awareness
- Build brand positioning through associated imagery
- Support sales and promotional campaigns
- Encourage commitment and loyalty to your company or product
- The potential to access new markets whilst genuinely helping your community

Sponsorship Packages

Platinum Sponsorship - £1,000

- Your logo and company promotion on a half side of the Festival Programme leaflet
- Your logo as a Headline Sponsor on the Festival flier, delivered to thousands of locals
- Your logo on the Festival posters and banners, identifying you as Headline Sponsor
- Your logo on the home page of the Stockwell Festival website as a Headline Sponsor (linked to your website if applicable)
- Your company name on the Thanks To page of the Festival website
- Stall at the Festival if required
- Regular mentions of your company via social media and press releases

Gold Sponsorship – £500

- Your logo and company promotion on a quarter side of the Festival Programme leaflet
Your logo on the Festival flier, delivered to thousands of locals
- Your logo on the Festival posters and banners
- Your logo on the Home page of the Stockwell Festival website as a major supporter (linked to your website if applicable)
- Your company name on the Thanks To page of the Festival website
- Stall at the Festival if required
- Regular mentions of your company via social media and press releases

Silver Sponsorship - £250

- Your logo on the Festival flier, delivered to thousands of locals
- Your logo on the back of the Festival Programme leaflet
- Your logo on the Stockwell Festival website as a supporter (linked to your website if applicable)
- Your company name on the Thanks To page of the Festival website
- Stall at the Festival if required
- Mention of your company in social media and press release

Bronze Sponsorship - £150

- Your company on the Thanks To page of the Festival website
- Stall at the Festival if required

For other sponsorship and advertising options, including in-kind sponsorship, or discuss any of the above, please contact **Jess Magill** on stockwellfestival@gmail.com or call **07810 407724**

SPONSORSHIP BOOKING FORM

Organisation Name:

Contact Name:

Email:

Phone Number:

I would like to book:

Platinum []

Gold []

Silver []

Bronze []

Payment is by BACS

I require an invoice/receipt []

Sponsorship is booked on a first come, first served basis. To make a booking please complete this application form and send it to Jess by email. stockwellfestival@gmail.com

We will then send you the banking details and your payment reference.

Please note – after booking, we will need you to supply a jpeg image of your company logo and website address if applicable.

THANK YOU FOR YOUR SUPPORT

Feedback / social media response on the 2013 Festival:

'The sun is shining and I'm at the Stockwell Festival, loads to do and see'

Imogen Walker, Stockwell Councillor

The Lambeth Autism Group...all really enjoyed themselves and had a great time... We really enjoyed the live acts on stage...congratulations for a really lovely event'

Group coordinator, Lambeth College

'Lovely day selling my art at the Stockwell festival today, thanks to all that came by and said hi'

Local trader in Market Zone

'What a great Stockwell Festival we had yesterday. Thanks to those who visited our ART4SPACE stall and workshop. Support was great.'

Director of local arts organisation

'Really enjoyed the festival this year. Stockwell Fest 2014, bring it on.'

Local performer