

A vibrant, slightly blurred photograph of a social gathering outdoors. In the foreground, several hands are visible holding clear glasses filled with light-colored beer or cocktails. One glass in the center-left has a black straw. Another glass on the right contains a beer with a thick white head. The background shows more people, some wearing hats, and a brick wall, suggesting a garden or pub setting.

THE MOLESEY BEER FESTIVAL

11-12 OCTOBER 2024

SPONSORSHIP PACK

1st Molesey Scout HQ
193 Walton Road
KT8 2DY

What is the Molesey Beer Festival?

The Molesey Beer Festival is a volunteer run community event for Molesey that is now in it's 4th year.

It is a sell-out event and a gathering of local residents who enjoy great beers, craft gin as well as a popular barbecue. It is a fun event for all the family, with live music and entertainment across the whole weekend.

The event is a fantastic opportunity for your business to take advantage of an extensive local marketing campaign in our affluent area, as well as on-site branding during the event itself.

The event runs over three sessions: Friday evening, Saturday afternoon (families welcome) and Saturday evening.

All proceeds from the event go directly to the 200 Scouts who are in need of specific kit to support their activities delivering life skills for the children of Molesey. Examples in a replacement minibus, an extension to the hut and additional water activity equipment (kayaks, canoes, powerboat). The number of grants available to non-profit organisations has halved since the pandemic so they need your help more than ever.





GIN BAR
GREAT FOOD
MUSIC
SOFT DRINKS
AND YES,
TONNES OF BEER!

Key Statistics

- 978 tickets sold in 2023
- ABC1 60%
- Male 40%, Female 60%
- Age 35-55
- Feature areas: The Jagu-Bar, Jagu-BBQ, The Gin Bar, Kids' Zone on Saturday afternoon, Main Stage, large seating area under the main tent
- 2,204 beers drunk, 268 pints of cider, 1,000 shots of gin, 192 glasses of prosecco, 370 sausages, 800 portions of chips, 240 burgers eaten in 2023



Event Marketing

- Facebook reach: 12,000
- Leaflets – door drops to 1000 houses in the surrounding areas
- Email marketing to 1000 previous attendees
- Posters all over Molesey
- Banners on the fence facing Walton Road
- 650 printed brochures at the event
- Sponsor banners at the event
- 2023 Sponsors:



MRCentre.co.uk
Molesey Refrigeration Centre

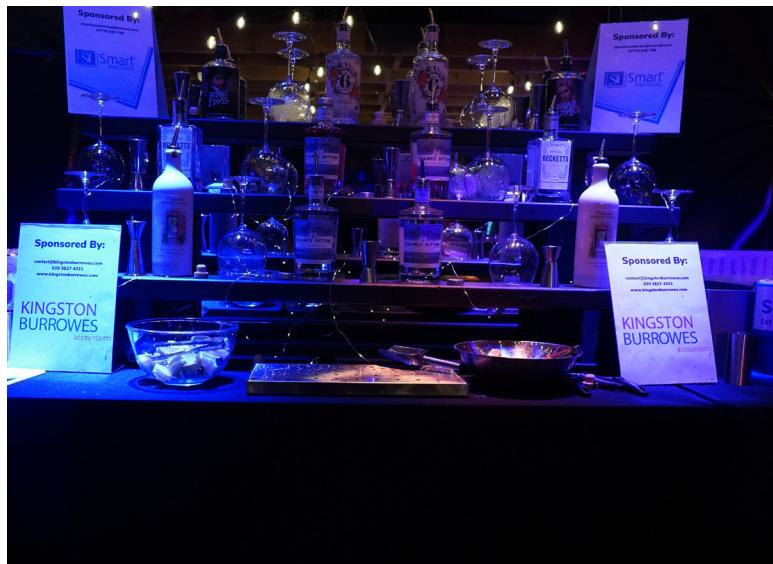
Sponsorship Locations

Sponsorship Opportunities

HEADLINE SPONSOR (EXCLUSIVE) - £1000 SOLD	FEATURE SPONSOR FOR THE DURATION OF THE FESTIVAL (CATEGORY EXCLUSIVE) - £500	CHILDREN'S AREA SPONSOR FOR THE SATURDAY AFTERNOON SESSION - £300	DONATIONS OF £100+
<ul style="list-style-type: none">Logo and mention in all pre-event marketing mentioned on Page 2 “The Molesey Beer Festival in association with your brand”2 x banners onsite (size to be agreed)Social media announcements and promoted links – competitions possibleFull page advert in the printed brochure, 1 inside cover, 1 inside back coverSponsorship of 1 beer of your choiceMain stage compare to give shout-outs during the festival and possibilities to announce competition prize winners4 x weekend tickets, 4 x drinks vouchers	<ul style="list-style-type: none">Sponsorship of the main stage, Jagu-bar area, Jagu-BBQ area or main tentLogo and mention in pre-event marketing as mentioned on page 2 as a feature sponsor1 or 2 x banners in the sponsored area (size to be agreed)Social media announcements and promoted links – competitions possibleMain stage compare to give shout-outs during the festival and possibilities to announce competition prize winners1 x full page advert in printed brochure2 x weekend tickets, 2 x drinks vouchers	<ul style="list-style-type: none">Benefits as per feature sponsor with onsite branding for the afternoon session only and shout outs on that afternoon½ page advert in printed brochure	<ul style="list-style-type: none">Individual beer sponsorshipSocial media announcement with possible competition¼ page advert in printed brochure2 x drinks vouchers



Sponsorship Locations



Thank You

Please contact Rebecca Oppenheimer for Sponsorship Enquiries
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