

CRYSTAL
PALACE
OVERGROUND
FESTIVAL

26 — 29 JUNE 2014

SPONSORSHIP PROPOSAL



CRYSTAL PALACE OVERGROUND FESTIVAL 2013
WESTOW PARK

SO WHAT HAPPENED IN 2013?

MORE THAN **7,000** VISITORS
OVER 4 DAYS OF GREAT EVENTS

MORE THAN **60** EVENTS TOOK PLACE

APPROXIMATELY **6,000** VISITORS
AT THE MAIN PARK EVENT

155 PERFORMERS AND ARTISTS
TOOK PART

OVER **150** VOLUNTEERS RAN
THE FESTIVAL FOR FREE

MAIN SPONSOR 2011 — 2013:
ACORN GROUP



Main sponsor 2011 – 2013: Acorn Group

'The Acorn Group were delighted to be the main sponsor of the Crystal Palace Overground Festival, in conjunction with the Friends of Westow Park who are working towards developing this local family park and improving facilities for children... the festival brought visitors from afar into Crystal Palace and benefited the businesses in the area both large and small.'

Gold sponsor 2011 – 2013: Bambino's

'As an established business in the heart of the Crystal Palace triangle it was my privilege to be a festival sponsor. The festival was a great success, providing entertainment for locals on a grand scale as well as attracting hundreds of new visitors from the East and elsewhere, many of whom have returned to enjoy what Crystal Palace has to offer. I will continue to give my support to this excellent project'

Andy Stem, proprietor, Bambino's



HOW DO I BECOME A SPONSOR?

Please register your interest to
info@crystalpalacefestival.org
and the team will be in contact.

BENEFITS OF SPONSORING THE FESTIVAL

1

GAIN EXPOSURE TO A MASSIVE AUDIENCE BOTH IN SE19 AND BEYOND VIA THESE CHANNELS

Print and outdoor media

- Festival posters x 1,000
- What's On guide x 8,000
- 4 week London Overground poster campaign
- 2 week London Overground flyer campaign x 7,000
- Banners at railway stations and sites around Crystal Palace
- Banners across the festival's entrances, events and stages

Online media

- Website www.crystalpalacefestival.org
13,000 unique visitors during festival week
- Facebook – **1,639 fans** and growing
- Twitter – **2,037** followers and growing

Public relations

- Press releases
- Local and London-wide news websites
- Local and London-wide event listing sites
- Partners and stakeholder websites and listings
- Specialist websites related to festival content

Community relations

- Parent/teacher groups
- Local community groups
- Youth groups
- Local artists and performers
- Related local websites
- Churches

2

BE PART OF A VERY POPULAR EVENT WITH THE LOCAL COMMUNITY AND ASSOCIATE YOUR BUSINESS WITH ITS SUCCESS

3

EASILY REACH KEY CUSTOMER SEGMENTS — FAMILIES, YOUNG PROFESSIONALS, OLDER PEOPLE WHO ALL ATTEND THE FESTIVAL

4

ENSURE THE FESTIVAL TAKES PLACE IN THE FACE OF MASSIVE ARTS FUNDING CUTS — IT RELIES ON LOCAL BUSINESSES TO SUPPORT IT



FESTIVAL HIGHLIGHTS



Above: Jim Bob, Carter USM
Below: Larry Love, Alabama 3



HOW MUCH WILL IT COST?

There are a range of sponsorship packages which will suit all pockets, from advertising on the event guide to being overall lead sponsor:

- Lead sponsor fee
- Festival zone / event sponsor fee
- Gold sponsor fee
- Silver sponsor fee
- Supporting sponsor fee



LEAD SPONSOR FEE POA

- Exclusive branding of main festival stage in park (banner with logo)
- Exclusive branding of the banner and flags at the main entrance gate into the festival
- Exclusive branding of banners x 6 dotted around Westow Park
- A branded marquee in the festival's hot spot beside the main stage for your promotions
- Exclusive branding of the festival app's front page
- Exclusive branding of front page of What's On guides x 8,000
- Feature interview and photo on festival's blog (integrated on website and promoted through Facebook and Twitter)
- A5 advertisement on the back page of the What's On guide (artwork to be supplied by sponsor)
- Gold star on festival map (within What's On guide)
- Welcome letter on first page of What's On guide
- Logo on London Overground posters for 4 week campaign between West Croydon and Canada Water with 2 posters per station
- Logo on 7,000 DL flyers for 2 week campaign along London Overground (Canada Water to West Croydon)
- Logo on 3 x banners around the Triangle and railway stations
- Logo on festival posters x 1,000
- Logo on front page of festival website (link through to own website)
- Logo and text on website's sponsors' page
- Logo and text on festival Facebook page
- Logo on festival email newsletters x 4 (circulation 2,000)
- Announcement of sponsorship via Twitter and Facebook
- Announcement of sponsorship in press release
- Inclusion in sponsors' listing in all press releases.

HOW MUCH WILL IT COST?

FESTIVAL ZONE / EVENT SPONSOR FEE £1,200

- Exclusive sponsorship of one of the key festival zones or events (banner or flag with logo provided by festival organisers)
- Logo on London Overground posters for 4 week campaign between West Croydon and Canada Water with 2 posters per station
- Stall at festival park event in Westow Park
- Feature interview and photo on festival's blog (integrated on website and promoted through Facebook and Twitter)
- Gold star on festival map (within What's On guide)
- A6 advertisement in What's On guide x 8,000 (artwork to be supplied by sponsor)
- Logo and text within What's On guide x 8,000 (30 – 40 words)
- Logo on 3 x banners around the Triangle and railway stations
- Logo on festival posters x 1,000
- Logo on front page of festival website (link through to own website)
- Logo and text on website's sponsors' page
- Logo and text on festival Facebook page
- Announcement of sponsorship via Twitter and Facebook
- Announcement of sponsorship in press release
- Inclusion in sponsors' listing in all press releases.

Zones / events available at time of publishing:

- Kids' zone in Westow Park
- Food zone in Westow Park
- Holistic zone in Westow Park
- Concerts x 3 at St John the Evangelist church
- Open air cinema

GOLD SPONSOR FEE £500

- Logo on festival posters x 1,000
- Logo on front page of festival website (link through to own website)
- Listing in What's On Guide of sponsor's events during festival dates (text to be signed off by festival marketing team with venue)
- Gold star on festival map (within What's On guide)
- Feature interview and photo on festival's blog (integrated on website and promoted through Facebook and Twitter)
- Logo and text within What's On guide x 8,000 (30 – 40 words)
- Logo and text on festival Facebook page
- A7 advertisement in What's On guide (artwork to be supplied by sponsor)
- Announcement of sponsorship via Twitter and Facebook
- Announcement of sponsorship in press release
- Inclusion in sponsors' listing in all press releases

HOW MUCH WILL IT COST?

A large grey circle containing the text 'SILVER SPONSOR FEE' and '£250' in white.

SILVER SPONSOR FEE £250

- Logo and text on website's sponsors' page
- Logo and text on festival Facebook page
- Listing in What's On Guide of sponsor's events during festival dates (text to be signed off by festival marketing team with venue)
- A7 advertisement in What's On guide x 8,000 (artwork to be supplied by sponsor)
- Logo and text within What's On guide x 8,000 (30 – 40 words)
- Announcement of sponsorship via Twitter and Facebook
- Announcement of sponsorship in press release
- Inclusion in sponsors' listing in all press releases.

A large green circle containing the text 'SUPPORTING SPONSOR FEE' and '£100' in white.

SUPPORTING SPONSOR FEE £100

- Logo and text on website's sponsors' page
- Logo and text on festival Facebook page
- Logo and text within What's On guide x 8,000 (30 – 40 words)
- Announcement of sponsorship via Twitter and Facebook
- Inclusion in sponsors' listing in all press releases.

FEEDBACK FOR FESTIVAL VIA TWITTER AND FACEBOOK FROM OUR VISITORS/TRADERS/VENUES



@mrmrksteel

'Crystal Palace festival was marvellous, thousands of people, fine bands, wonderful atmosphere, and if I needed the bog I could nip home'

'Crystal Palace Festival – great show! You have really done a great job! Everyone is raving about it. :)'

'Thanks to everyone who supported @westow_house for the @SE19festival it was a mega 4 days!!! So much fun :)'

'The palace was heaving, our musical day at the White Hart was made spectacular by the coming together of locals and their instruments, a few special DJs and an all round great vibe... things can only get better!'

'Thank you for organising. It was great fun! And the cider wasn't bad either!'

'Wonderful day yesterday @SE19festival great fun at the Arts Workshop Tent, thank you to all who came and joined in my dance workshop'

'Lot of things we loved about @SE19festival from the community spirit to great atmosphere, well organised, lovely people'

'Just moved here in the last year so first CP festival. I just wanted to say how proud I felt of the whole community effort and how lovely to be part of it. What a great day!'

'Great brilliant day at the festival, amazing turnout and great people. We hope you loved our cakes, thanks a lot to the organisers and the lovely people :)'

'Fantastic day, well done to the organisers and all the great bands, the music was diverse and stretched from the twenties to the modern day GREAT THANKS'

'Best palace festival to date. You guys were amazing. Thanks. #reclaimingstreets'

'Many thanks for a great day out, can't remember the last time the whole triangle was so buzzing! After an awful week, how great was it to see a whole community come together and just chill out?!

'Thank you for a great afternoon. Crystal Palace is bloody brilliant!'

'Had a great day with my 3 year old at the festival. Singing, dancing, bouncy-castle, interesting stalls, hog sandwich, cheeky cider, music, weather and good people. Both too tired after that to enjoy the evening events, but hey-ho always next time!'

'Had an incredible weekend attending the @SE19festival with friends, ended up in @westow_house Roll on next year's festival #crystalpalace'

'Well done to everyone – great vibe!'

'Had a fantastic day but needs to be two days next year!! Spent all afternoon relaxing in the park with friends and listening to great music (loved Smoke Feathers) and didn't get round the triangle... feel like I missed out on so much!'