

Why sponsor the Crystal Palace Overground 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 (distribution during June 2014 and throughout the festival)
- 4 week London Overground poster campaign
- 2 week London Overground flyer campaign
- 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 2013
- Facebook – 1,700 fans and growing
- Twitter – 2,175 followers and growing
- Integrated blog on festival website

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

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 who all attend the festival — families, young professionals, older people

4. Ensure the festival takes place in the face of massive arts funding cuts by local authorities — it relies on local businesses to support it

How much will it cost?

There are sponsorship packages that will fit your pocket offering fantastic brand exposure for your business. If you are interested in finding out more please see our Sponsorship pack on our website www.crystalpalacefestival.org, or call the festival chair Noreen Meehan on **07725 057453** or email info@crystalpalacefestival.org

Many thanks

The festival team