THE AWARD WINNING

GORLESTON CLIFFTOP FESTIVAL

SPONSORSHIP OPPORTUNITIES 2022

COMING BACK THIS SUMMER!
30TH & 31ST JULY 2022

This remarkable event encompasses everything that defines a community.

The Gorleston Clifftop Festival is held annually along the ¾ mile stretch of Gorleston cliffs adjacent to Marine Parade. The area is the perfect setting to host entertainment and activities for the whole family including two music stages, a children's arena, funfair and much more.

Organised wholly by a committee of volunteers, the festival is one of the biggest free events on the East Coast attracting around 100,000 visitors each year. The location is easily accessible by car, bus and foot and boasts the space to host craft, corporate and charity stalls alongside the entertainment and attractions.

The committee works with the local council, event safety advisory group and emergency services to ensure a safe, incident free event is run professionally year after year. We are well supported by the Greater Yarmouth Tourism & Business Improvement Area who understand the benefits our event brings to the local community and tourism economy.

GET INVOLVED

Gorleston Clifftop Festival has two key elements:

• Provide a free-entry, low cost day out for families and individuals

• Create a platform for local charities to fundraise over £10,000

Gorleston Clifftop Festival attracts visitors from across the borough of Great Yarmouth as well as from further afield. The 100,000 visitors are made up of families, individuals, groups of friends and those attending with stall holders such as charities, businesses and local sports/recreation groups.

As a sponsor of the event, the Gorleston Clifftop Festival will:

• Provide you with the perfect opportunity to present your brand to thousands of people in the lead up and over the weekend.

• Give you the opportunity to be involved in the most important and most community focused event in Gorleston's calendar.

• Allow you to get your business in front of an incredibly varied audience compiled of individuals from a wide age range and families from across the borough and further.

Sponsorship opportunities and breakdown of benefits	Main Sponsor	Event Sponsor	Partner Sponsor
Prices	**£5,000**	**£1,000**	**£300** or provision of services
Sponsored by… Sponsors name detailed as the main sponsor by way of sponsored by… on all marketing material, website, social media and general media/PR	✔		
Key Press Release A dedicated press release will be provided to all local media announcing the sponsorship	✔	✔	
Social Media Specific mentions on all social media platforms including Facebook, Twitter and Instagram	✔	✔	✔
Smartphone App Information about your company detailed on the festival app, available on Apple and Android.	✔	✔	✔
Social Media Selfie Frames Your logo on an Instagram inspired photo frame for visitors to take photos with over the weekend	✔		
Corporate Trade Stand Stand space for you to actively promote your brand over the weekend to visitors	6m x 3m	3m x 3m	Stand £100 per day extra
Committee t-shirts Your logo on the committee t-shirts worn over the weekend and in the lead up to the weekend	✔		
Official Gorleston Clifftop Programme (A5)			
Logo on front cover	✔		
Advert	Full page	Half page	
Logo in the 'partner sponsors' section			✔
PR Activity With mention of your support of the festival.	✔	✔	✔
Event Posters and Banners Your logo on banners and posters promoting the event	✔	✔	
Corporate Banners Dedicated spaces for your company banners	5 banners	3 banners	2 banners
Backdrop on main stage Your company banner on the backdrop of the main music stage	✔		
Official Website Logo under '2022 sponsors' on the homepage of www.clifftopfestival.info with a link to your company website, available until January 2023	✔	✔	✔
Event Map Logo on A1 Event Maps located in 3 prime positions on site.	✔		

For more information please contact
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