

★ ★ ★ THE AWARD WINNING ★ ★ ★
GORLESTON CLIFFTOP
FESTIVAL

**SPONSORSHIP
OPPORTUNITIES 2023**

COMING BACK THIS SUMMER! 29TH & 30TH JULY 2023

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 a footfall of 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.



Sponsorship opportunities and breakdown of benefits	Main Sponsor	Event Sponsor	Partner Sponsor
Prices	£5,500	£1,200	£350 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 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 £120 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 '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 '2023 sponsors' on the homepage of www.clifftopfestival.info with a link to your company website, available until January 2024	✓	✓	✓
Event Map Logo on A1 Event Maps located in 3 prime positions on site.	✓		

The above are subject to signing up in time to meet print and publishing deadlines.

GET INVOLVED

Gorleston Clifftop Festival has three key objectives:

- Provide a free-entry, low cost day out for families and individuals
- Create a platform for local charities to fundraise over £10,000
- Promote Gorleston in a way that supports the local community

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.
- Demonstrate your commitment and support to your local community.



ARENA SPONSORSHIP

We can offer dedicated arena sponsor packages for the following arenas:

- **Children's arena**

An area where children and families can enjoy over 10 hours of free entertainment and activities. A key objective is to ensure this area is kept low cost to families visiting the event.

- **Health and Wellbeing arena**

Introduced in 2022, the popular arena provides a one-stop shop for all things health and wellbeing that benefits members of the community.

For £1000 you would receive:

- Headline sponsor for the arena Children's arena sponsored by...
- Two of your company banners placed in the arena
- A 3mx3m stall to promote your business
- Social media and PR activity promoting your sponsorship
- Your logo and company information on our website and smartphone app



EVENT GUIDE

ADVERTISING OPPORTUNITIES

We produce a 28 page event programme which provides visitors with all they need to know about the event including arena timetables and a full event map.

4000 copies are handed out for free in the lead up and over the weekend itself. The event programmes are well sought after.

Show your support and get your company in front of 4000+ people:

£120 per half page advert

£200 per full page advert

Advert submission information:

Full page advert: 154x216mm (this includes 3mm bleed to ensure no white lines or gaps when books are trimmed down to size).

Full page with border: 135x197mm (this leaves a 7mm border around page).

Half page: 135x95mm (landscape)

Adverts to be supplied in PDF, or high-quality JPEG (CMYK for best printed results, otherwise it will be converted to CMYK in pre-print process which may change colours slightly)



For more information please contact

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Follow us on Twitter @clifftop_fest

www.clifftopfestival.info

