



**2020
SPONSORSHIP
OPPORTUNITIES**

SCOPE

The High Town Festival is an incredibly popular annual community event which brings together and celebrates the best part of Luton's diverse community. With so much going on it's the perfect opportunity for local businesses to get involved,. This year is the festival's 8th year and promises to be bigger and better than ever; we are bringing back the children's rides, Soul Food Poetry stage as well as wandering entertainers as well as all the usuals. We have created sponsorship packages available for any budget, the proceeds of which all go directly to funding the event.

REACH

2K SOCIAL MEDIA FOLLOWERS

2.5K EXPECTED TO ATTENDANCE AT THIS YEAR'S FESTIVAL

3K+ POTENTIAL SOCIAL MEDIA REACH

We also send press releases to local radio stations and newspapers which have historically been broadcast at two different points leading up to the festival. This always includes a thank-you to sponsors.

PACKAGES

PUBLICITY

YOUR LOGO - EVERYWHERE

YOUR LOGO ON THE POSTER AND FESTIVAL PROGRAMME. INCLUDES ALL SOCIAL MEDIA POSTS AND A SPECIFIC SOCIAL MEDIA SHOUT-OUT. INCLUDES MENTIONS IN RADIO PRESS RELEASES.

£100

SOCIAL MEDIA SHOUT-OUT

THANKS OVER OUR SOCIAL MEDIA CHANNELS; IN THE RUN UP TO THE EVENT, OR AFTERWARDS. WE CAN TAILOR THESE TO YOUR PREFERENCE.

£30

MUSIC VENUES

PARTY IN THE CAR PARK

EXCLUSIVE SPONSOR OF THE INCREDIBLY POPULAR CHILDREN'S VENUE FOR THE DAY WHICH WILL INCLUDE HALF-HOURLY SHOUT-OUTS ON THE DISCO, LARGE AD SPACE, NAME IN PROGRAMME AND POSTER, SOCIAL MEDIA SHOUT-OUTS

£500

MAIN STAGE

EXCLUSIVE SPONSOR OF THE MAIN STAGE INCLUDES HALF HOURLY MENTIONS, FREE, EXCLUSIVE ADVERTISING OVER THE WHOLE STAGE, NAME IN PROGRAMME, SOCIAL MEDIA SHOUT-OUTS BEFORE, DURING AND AFTER THE EVENT.

£500

METHODIST STAGE

EXCLUSIVE SPONSOR OF THE METHODIST. INCLUDES MENTIONS BETWEEN EACH ACT AND ADVERTISING OVER THE STAGE, PRINTED BANNER OUTSIDE VENUE. NAME IN PROGRAMME. SOCIAL MEDIA GOES WITHOUT SAYING.

£200

FOR BESPOKE SPONSORSHIP ARRANGEMENTS PLEASE GET IN TOUCH WITH SAM AT HIGHTOWNCOMMUNITYWORKER@GMAIL.COM
HIGHTOWNFESTIVAL.ORG