



towersey festival

EST. 1965

24 - 27 August 2018



LET'S TAKE PART

LET'S COME TOGETHER

LET'S LISTEN

LET'S WATCH

LET'S TELL STORIES



LET'S DANCE



LET'S MAKE ART



What makes us so special...



“Towersey Festival has always been my life. Started back in 1965 by my Grandad (Denis), I was born into it and in my 43 years I have missed just 2 festivals.

It began in my Grandparent’s back garden in the Oxfordshire Village of Towersey.

It quickly grew from this handful of music enthusiasts and friends to a few hundred and onto a small field in the village. The Festival was taken on by my Dad (Steve), who to this day is still very much involved, having been the Festival Director for some 40 years.

As it continued to grow organically it attracted more families, new generations of fun loving festival goers and moved onto land purchased by the festival for the village. Its goal, to provide a culturally significant event for the local community. A mission that continues today.

And now? Well, those foundations of family, musical passion, togetherness and community are what continue to feed us and our customers.

We call them *Team Towersey*. It’s their festival, our festival and your festival and all who come to Towersey feel that sense of ownership and community.”

Joe Heap, Festival Director

“Towersey. Another Lovelier World” *a Towersey customer*

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Getting to know us... what's important....

- ▼ **Family** - Some of our customers come with families of four generations
- ▼ **Heritage** - True heritage and history that sets us apart. Where music has roots. Roots in music, in families, in friends, in our location, in our traditions
- ▼ **Community** - The campsite community is an integral part of the festival experience - neighbours become life long friends
- ▼ **Authenticity**
- ▼ **Safety**
- ▼ **Personal experiences** - audience ownership
- ▼ **Sustainability** - a dedicated team of Wombles to keep on top of recycling / working with partners & suppliers for year on year improvements

The three words that sum up Towersey Festival.

Family Friendly

Fun

Relaxing

(Taken from the 2017 festival survey)



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Our audience Who are they....

Held over August Bank Holiday weekend (24-27 August 2018), TOWERSEY FESTIVAL attracts over 4000 campers and caravaners and 5000 day visitors.

Our audience :

- ▼ Made up of young families, couples, folk, roots & acoustic music fans, festival fans and local music fans of a predominantly 30 - 60 year old age range
- ▼ Strong regional representation (South East/London)
- ▼ Over 50% attend with families

What they come for:

- ▼ To discover new music
- ▼ To learn and share skills
- ▼ To meet new friends
- ▼ To discover new, good quality food and drink
- ▼ To enjoy the things they have come to love about Towersey over the years
- ▼ An environment that provides comfort and familiarity



Our audience Who are they....

We have a large and dedicated audience who trust our brand, have disposable incomes and are active spenders and engagers
If you would like to target ABC1s from LONDON and the SOUTH then our audience is yours

- ▼ 10,000 ABC1 ticket buyers each year (over 60% repeat buyers)
- ▼ Average age of mid 40's. The most powerful spending group*
- ▼ "Experience Seekers" make up the biggest proportion of our Audience*
- ▼ 500,000 read our publicity**
- ▼ 250,000 targeted social media reach
- ▼ The average festival goer spends between £100 and £200 in preparation before the festival (clothes, food, camping equipment, toiletries.....)**
- ▼ The average festival goer spends between £100 and £200 at the festival on food, drink, gifts, merch***

* **Audience UK** statistics on Cultural Audiences

** Based on print media industry standard readership numbers

*** EIF festival report 2015/16



Sponsorship & Advertising Opportunities

OUR CUSTOMERS ARE YOUR CUSTOMERS

We can offer you a wide variety of opportunities to put your brand, product or service in front of our audience at TOWERSEY FESTIVAL 2018. **See some examples on the next page**
Or come to us with your ideas and we'll be happy to discuss.

To discuss ideas, advertising packages or sponsorship opportunities please call 0115 938 6945

To reserve your advertising space please call on 0115 938 6945 or email suzanne@towerseymfestival.com

Deadline for inclusion 12 noon 6th July 2018

Copy date for Camera Ready Artwork is 12 noon on 13th July 2018



Sponsorship Opportunities

1. Headline sponsor

An exclusive opportunity to partner us at Towersey 2018. [Get in touch](#) and let's talk about how you could become our number one partner.

2. Name a Venue

If you would like to name one of our twelve stages, your brand, product or service could be on the lips of our customers, our MC's and the artists on stage. With large banner opportunities, programme listings and hourly mentions from stage. [Get in touch](#) to find out more

3. Festival App Sponsorship - Guide Price £1000

We provide a comprehensive mobile phone APP to help guide our customers through our busy programme as well as market the event before and after. Sponsor this to have your brand in the customers hands at all times.

4 Reusable water bottles - Guide price £700 for over 2000 bottles

We will be encouraging our festival goers to move away from disposable plastic water bottles this year. Sponsor reusable water bottles to have your brand associated with sustainability and put straight into our customers hands. Open to discuss whether this is a full sponsorship or a part-sponsorship that allows us to sell the bottles at a reduced rate.

6. Reusable pint glasses - Guide price £2000 for over 8000 cups

On a similar note to the water bottles, we will be encouraging our festival goers to move away from disposable plastic pint glasses this year. They will then take a reusable 'glass' home which provides longevity of branding in their home.

7. Phone charger - Guide price £1000

We know how crucial having a fully charged mobile phone is at a festival for staying in touch with friends, taking photos and sharing them on social media. We plan to provide branded mobile chargers that we will recharge at a central point. Sponsor the chargers or the whole operation.

8. Crew t-shirts - Guide price £750 for over 300 crew T's worn all weekend

Sponsor t-shirts for our on-site crew and have your brand associated with smiley faces all over the site.

9. Plant /equipment hire

Supply us with equipment we need to run the festival or sponsor an area you feel is relevant to your brand. [Get in touch](#) if you can help



Advertising Opportunities

1. Souvenir Programme Advertising 2000 copies printed at A6, read by over 4000.

Inside Front Page Colour (portrait)	£300 + VAT
Back Page Colour (portrait)	£280 + VAT
Inside Full Page Colour (portrait)	£200 + VAT
Inside ½ Page Colour (landscape)	£120 + VAT
Inside ¼ Page Colour (Portrait)	£70 + VAT

2. Children's Programme Advertising 1000 printed at A6, read by parents and children over the weekend.

Inside Front Page Colour (portrait)	£130 + VAT
Back Page Colour (portrait)	£130 + VAT
Inside Full Page Colour (portrait)	£100 + VAT
Inside ½ Page Colour (landscape)	£60 + VAT

3. Outdoor banner Space Available on our security and barrier fences, your company message in place prominently throughout the Festival.

Banner to be supplied	3m x 1m approx	£400 + VAT
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4. Festival App Advertising We provide a comprehensive mobile phone APP to help guide our customers through our busy programme as well as advertise the event before and after. An advert here will be seen several times a day by 1000's.

Home Page	£250 + VAT
'Recommended suppliers' feature	£75 + VAT
Linked to specific venue	£150 + VAT





Get in touch

- ✦ Email Suzanne Mountford– suzanne@towerseyfestival.com
- ✦ Call us to find out more. 0115 968 6945
- ✦ www.towerseyfestival.com