

IMAGINE ANOTHER LOVELIER WORLD

A place you can forget the outside world even exists with big skies, fresh air,
starry nights and a sense of belonging like nowhere else...

OXFORDSHIRE'S 55th
towersey festival

EST. 1965

23 - 26 August 2019



Imagine a world where people still talk to each other...



- ▼ If this film doesn't play please click on the link below.

[Partner with Towersey](#)



Why partner with Towersey...

- ▼ True heritage and history that sets us apart
- ▼ Large, dedicated audience who trust our brand, have disposable incomes and are active spenders and engagers
- ▼ A strong brand that is well recognised regionally and has a large marketing reach
- ▼ A great environmental track record and policy
- ▼ Real family appeal and a sense of ownership



Who comes & spends...

- ▼ 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 brand interactions via print media**
- ▼ 250,000 targeted social media reach
- ▼ The average festival goer spends between £100 and £200 regionally 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



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How do we talk to them?

SOCIAL MEDIA

- ▼ Over 13,700 Facebook followers
- ▼ Over 8,800 Twitter followers
- ▼ Over 2,200 Instagram followers

WEBSITE

- ▼ 50'000 page views

EMAIL

- ▼ Regular B2C email to over 16,000 subscribers

PRINT

- ▼ Coverage in local, national, folk, parenting and festival publications
- ▼ Local and motorway roadside posters

DIGITAL MEDIA

- ▼ Over 100 titles and publications in the run-up to the event.

RADIO

- ▼ BBC Oxford & Mix 96 (local commercial Radio), media partners



It's a family thing...

“Towersey Festival was started back in 1965 by my Grandad (Denis), in his back garden in the Oxfordshire village of Towersey.

It quickly grew from this handful of music enthusiasts and friends to a few hundred, moved onto a small field in the village and was then taken on by my Dad (Steve).

It continued to grow, attracting more families and new generations of fun loving festival goers. Its goal, to provide a culturally significant event for the local community. A mission that continues today.

And now? I took over as Festival Director 10 years ago, with many other family members also closely involved in keeping the festival running.

We moved to Thame to make space for a bigger audience, but those foundations of family, musical passion, togetherness and community are still at the heart of everything we do. “

Joe Heap, Festival Director



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Sustainability (recycling, reducing and repurposing since day one!)

- ▼ Dedicated volunteer team – ‘The Wombles’ who keep on top of our recycling
 - ▼ We recycle and re-purpose over 85% of waste
 - ▼ Our CO2 saving equates to 42 saved trees per year
- ▼ We work with caterers and suppliers to improve year on year. Current Initiatives include:
 - ▼ No single use plastic
 - ▼ Recyclable plates, cups and cutlery
 - ▼ No single use Bar cups.
 - ▼ We use reusable Green Goblet cups.
 - ▼ LED lighting site wide to reduce fuel use
 - ▼ Repurposing of wood used to build site structures
 - ▼ Temporary Power Generation monitoring to reduce Diesel use
- ▼ We encourage shared transport through *LiftShare* and use of public transport.



What our customers say...

- ▼ *"I never realized how spoiled I have become by being a Towersey regular.....So much better than all the competition"* **Clover Abbott**
- ▼ *"Towersey stands head and shoulders over all the rest.....A benchmark for how festivals should be."*
M. Moylett
- ▼ *"Thanks for all you do to give so many people the best weekend of summer, year after years - GUARANTEED!"*
24 yrs of Towersey's Karin Hills

What the media say...

- ▼ *"One of the most bravely adventurous festivals"*
The Guardian
- ▼ *"The friendly, fun, family festival. Loved discovering new artists."* **Mike Bushell (BBC Breakfast)**
- ▼ *"Jam-packed itinerary for children"* **NOW! Magazine**



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How you can become part of the story...

1. Brand the festival [Get in touch to find out more.](#)

Become the lead partner brand of the longest running festival in the country.

2. Brand a stage. [From £1500](#)

From our main stages to more intimate spaces. Put your brand or company in front of our audience and develop an association with some of the best live music in the country.

3. On-site activation. [From £2000](#)

Join us on site and become part of the festival experience, part of the memories. Share your brand, product and story directly. [From £2000](#)

4. Advertise in one of our programmes. [See next page for details](#)

Put your brand in front of our audience with an advert in either our regular souvenir programme or children's dedicated programme

5. Brand outdoor banner space. [From £500](#)

Available on our security and barrier fences, Your company message or brand in place prominently throughout the Festival.

6. Sponsor reusable water bottles or pint glasses. [From £1000](#)

Have your brand associated with sustainability and put straight into our customers' hands which will then be taken back into their homes for ongoing brand presence.

7. Sponsor crew t-shirts. [From £500](#)

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



Programme Advertising Rate Card

Souvenir Programme Advertising
2000 copies printed at A5, read by over 4000.

Inside Front Page Colour OR Outside back page (portrait)	£300 +VAT
Inside Full Page Colour (portrait)	£200 + VAT
Inside ½ Page Colour (landscape)	£120 + VAT
Inside ¼ Page Colour (Portrait)	£70 + VAT

Children's Programme Advertising

1000 printed at A5, read by parents and children over the weekend

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



