

SPONSORSHIP TIER RECOGNITION

| IN RECOGNITION OF SUPPORT | LOCAL BUSINESS SPONSOR £2,500 + | SILVER SPONSOR £5,000+ | GOLD SPONSOR £10,000+ | PRINCIPAL SPONSOR Multi-year funder status £15,000+ |
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| LOGO ON MARKETING MATERIALS | Logo in festival brochure and online | Logo on all sponsor listings in the festival brochure & website | Logo placement on all major publicity materials including main festival banners, all print, online and signage | Branding on all festival materials including outdoor banners, all print, online, and signage |
| ADVERTISEMENTS | Hyperlink to your website from the festival website | Quarter-page advert in the festival brochure Plus Hyperlink to your website from the festival website | Half-page advert in the official festival brochure Plus Hyperlink to your website from the festival website | Full-page advert in the official festival brochure Plus Hyperlink to your website from the festival website |
| DIGITAL ASSETS | On request, the festival will provide personalised digital assets to use across your own social media platforms and communications | On request, the festival will provide personalised digital assets to use across your own social media platforms and communications | Portfolio of bespoke digital assets to use across your own social media platforms and communications | Portfolio of bespoke assets to use across your own social media platforms and communications |

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| ACTIVATION AT FESTIVAL EVENTS | X | Activation at one non-headline festival event | Bespoke activation at a headline festival event | Bespoke activation to be discussed and tailored |
| INVITATIONS | Invitation to main festival launch and local business sponsor events | Invitations to networking events and Patron receptions Plus invitation to main festival launch and sponsor events | Invitations to networking events and Patron receptions Plus all main festival launch and sponsor events | Premium networking and invitations opportunities with Patrons, Sponsors, and VIPs Plus all main festival launch and sponsor events |
| CONCESSIONARY CODE | X | Access to a concessionary code for your business and staff that can be applied to 2 festival ticketed events | Access to a concessionary code for your business and staff that can be applied to 10 festival ticketed events | Access to a concessionary code for your business and staff that can be applied to ALL festival ticketed events |
| SOCIAL MEDIA | Recognition across Bloomsbury Festival social media channels, including Instagram, Facebook and LinkedIn | Recognition across Bloomsbury Festival social media channels, including Instagram, Facebook and LinkedIn | Work with your marketing team to offer recognition and 2-way comms across your channels and Bloomsbury Festival social media channels, including Instagram, Facebook and LinkedIn | Work with your marketing team to offer recognition and 2-way comms across your channels and Bloomsbury Festival social media channels, including Instagram, Facebook and LinkedIn |