

Godiva Festival

Sponsorship Opportunities



# Godiva Festival



The Godiva Festival is the biggest free music festival in the UK attracting more than 75,000 visitors each year to a 30 acre site in the heart of Warwickshire and the West Midlands. Offering a variety of major events and activities, the Godiva Festival runs over three days and

includes live music tents, a world class carnival, comedy space, a human circus, family history and GreenSpace tents, a children's tent, a funfair, fireworks, craft stalls, an acoustic stage and an outdoor events arena. Previous highlights from the music tents have included artists ranging from Kasabian, Mercury Rev and The Fratellis to Leo Sayer, Aswad and the Commitments.

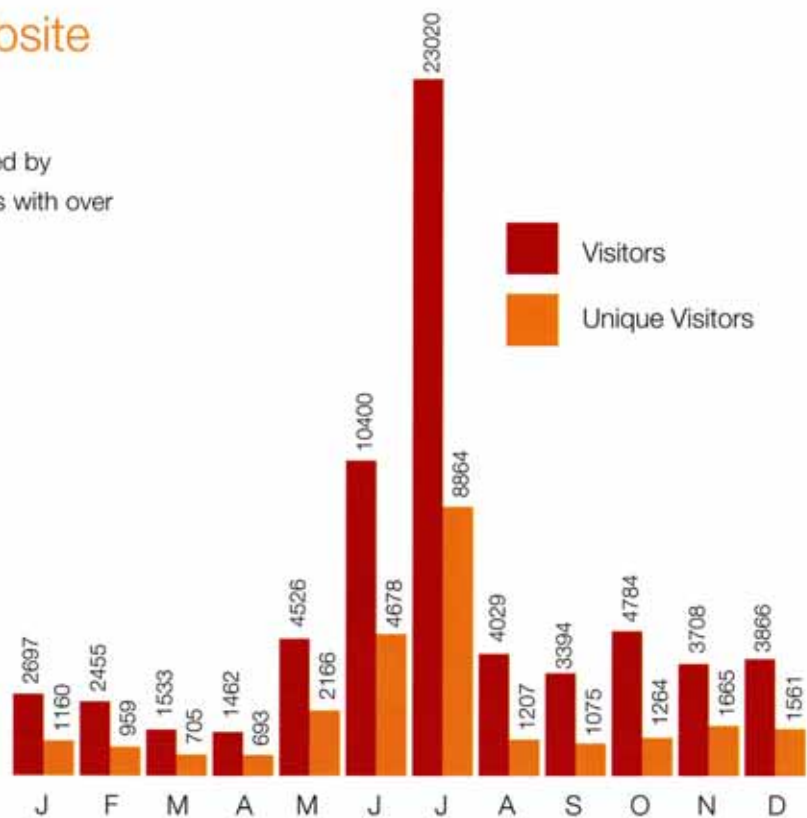
## Benefits

- Proven, award winning festival established in 1998.
- The biggest theatrical carnival in the world.
- Backed by major radio and print partners including Heart FM and the BBC.
- Access to a wide spectrum of ABCD1 attendees.
- High brand values and historic association with major blue chip companies.
- Extensive range of bespoke packages from headline / title sponsorship and concessions to specific tent and activity sponsorships.
- Press and photo call opportunities.
- Banner adverts and links to sponsor's website.
- Varied experiential and sampling campaign opportunities.

## Godiva Festival Website

[www.godivafestival.com](http://www.godivafestival.com)

The Godiva Website is frequently used by performers, traders and festival goers with over 65,000 visitors a year.



2006 website statistics



"Our major sponsorship of the Main Stage at The Godiva Festival in 2006, combined with our onsite promotion and bespoke marketing tent, enabled our sales team to connect with target market sectors that had become increasingly difficult to reach through conventional media. The result was a doubling of reservations for our Electric Wharf apartments over the weeks following our sponsorship. The Godiva Festival provided far and away the best return on investment of any marketing we have done this year."

Ian Harrabin, Managing Director, Complex Development Projects



## Highlights

### The Main Stage

The Main Stage Tent holds 2000 people and has played host to bands including Kasabian, Shed Seven, Mercury Rev, 808 State, Heatwave, and the Commitments.

### Rhythm Tent

The Rhythm Tent hosts reggae, folk and world music. Previous artists include Dreadzone, Roberto Pita, Aswad and Osicisa.

### Spotlight Stage

The Spotlight Stage has previously hosted comedy, hip hop, and local bands. Previous artists include Nerina Pallot, Nizlopi, Ty, Rodney P and Skitz.

### Paradise Tent

The Paradise Cabaret Tent showcases some of the best in human circus and street theatre with a mix of popular favourites and new acts. Clowns, jugglers, unicyclists, comedians, musicians, daredevil acrobats and comic tightrope walkers fill the programme.

### GreenSpace

The GreenSpace offers a unique mix of eco-friendly local and national groups. Local craftsmen give live demonstrations and a variety of organisations encourage and educate on environmental issues.

### Lives & Times Tent

Lives and Times consists of a wide range of local groups and societies including historical and cultural groups.

### Kids Tent

The Kids Tent is always a hive of activity with lots of workshops for youngsters. Outside the tent Coventry Community Circus encourage people to learn new tricks. Festival goers can learn to juggle, walk on stilts or even unicycle! Arts Exchange artists run arts and crafts projects inside the tent, so children can stick, glue, cut, paint and make.

### Arena

The large arena hosts a wealth of entertainment, historically including the Devil's Horsemen, parachutists, various stunts and acrobatic groups.

# Rate Card

Godiva Festival 2007

## Headline Title Sponsorship £100,000

Including full naming rights and branding package

## Category Sponsorships

Main Stage	£50,000
Rhythm Tent	£20,000
Spotlight Stage	£10,000
Paradise Tent	£10,000
GreenSpace	£10,000
Lives & Times Tent	£10,000
Kids Tent	£10,000
Arena	£10,000
Godiva Shopping Village	£10,000

## Event Sponsorship and Marketing

Main Bar Sponsor	£25,000
Festival Programme	£10,000
Venue branding	£5,000

## [www.godivafestival.com](http://www.godivafestival.com)

Banner advertising based on £1 per click-through

Note: Other packages on application.

All prices exclude VAT and are subject availability.

Opportunities are subject to the discretion of the organisers.

## Previous Partners and Supporters

- HSBC
- Boots
- Peugeot
- Marconi
- Coca Cola
- Sky
- Jaguar
- Coventry Building Society
- Belgrade Plaza
- Bryant Homes
- Travel Coventry
- National Grid
- Marks and Spencer
- Mercia FM
- Jim Beam
- NTL
- Prudential
- Astleys
- Touchstone
- Focus Housing
- Heart FM
- Village Leisure
- Touch FM
- Elliotts
- Mayflower
- Electric Wharf
- Ibis
- Fusion Contact Centre Services
- BBC