

Llangollen 2022



Gorffennaf
7-10 July



Partner & Sponsorship Opportunities



www.llangollen.net



@llangollen



@llangollen_Eist



llangollen_eisteddfod



Be part of this truly International Experience

Every summer since 1947 Llangollen has staged one of the world's most inspirational cultural festivals. Each year around 4,000 International performers and visitors converge on this beautiful town; to sing and dance in a unique combination of competition, performance, and international peace and friendship.

Sponsors are central players in our unfolding story. Without you, this one-of-a-kind event could not take place.

Support the Eisteddfod and you gain from a uniquely effective opportunity to promote your organisation:

- Enhance your brand by associating with a world-famous event rooted in world peace and community involvement
- Reach regional, national and international audiences via the festival's far-reaching media campaigns
- Position your company at the heart of your community - be seen supporting the performing arts and volunteer groups
- Make a lasting impression on clients and employees with superb and unusual entertainment





Llangollen International Musical Eisteddfod

our customers could be your customers:

- Approximately 40,000 visitors in one week
- Latest survey shows 75% are affluent and/or influential*
- Evening concerts with audiences up to 1,500
- Competitors and followers from around the world
- Relaxed atmosphere with ample opportunity to convey brands
- High level of respect and trust with the Eisteddfod organisation, an annual non-profit-making event since 1947

**Over three quarters of our audience fall within five of the most affluent MOSAIC lifestyle groups (24% Rural Isolation, 20% Suburban Comfort, 14% Symbols of Success, 12% Grey Perspective and 11% Ties to the Community) - The Knowledge Report*



Marketing, Media and Promotion

As a sponsor of the Eisteddfod there are opportunities to benefit from promotional activity during the year through a range of marketing channels.

Engagement with audiences continues to grow with PR coverage in 2019 up 35% on the previous year and with a reach of over 44 million people. Over 965,000 people were reached each day during festival week throughout Wales and drive-time catchment.

Sponsors also feature in our digital marketing and print media and bespoke promotional campaigns for the evening concerts.

£44m

PR Reach

100,000

Website visitors

120,000

Items of print distribution

28,000

Social media followers

Figures as at Oct 2019.

Exclusive Spaces for Corporate Hospitality, Product Launches and Team Building

The Festival offers a creative bespoke service. Our professional team, work with you to increase your reach and exposure to new clients, customers and businesses. There are numerous options on site, either in spaces to get in front of your target market to raise your brand or test your products or a private catering service to make a great venue to entertain your VIPs.

New for 2022:

We're back together to celebrate 75 years with a revamped festival site. On the field we're introducing fun for all the family activities, plus entertainment to include cultural exchange, comedy, panel sessions with plenty of space to explore and let the imagination run wild. We also welcome a collaboration with the Llangollen Fringe celebrating their 25 years, bringing a combined 100 years of culture to Llangollen.





Sponsorship Packages at a glance

- Children's Day £5,000
- Competitions from £800.00
- Day Sponsors from £2,500
- Day Concerts from £600.00
- Eisteddfod Map & Merchandise £5,000
- Evening Concerts from £10,000
- Field and Town from £2,000
- Headline Sponsor £45,000
- Merchandising Opportunities P.O.A.
- Outdoor Stages from £5000
- Outreach Partners from £500
- Partners Sponsor £20,000
- Pouring Rights P.O.A.
- Programme Sponsor £5,000
- Volunteer T-Shirts/Vests from £1,000

NB: All prices plus VAT

Headline Sponsor - £45,000

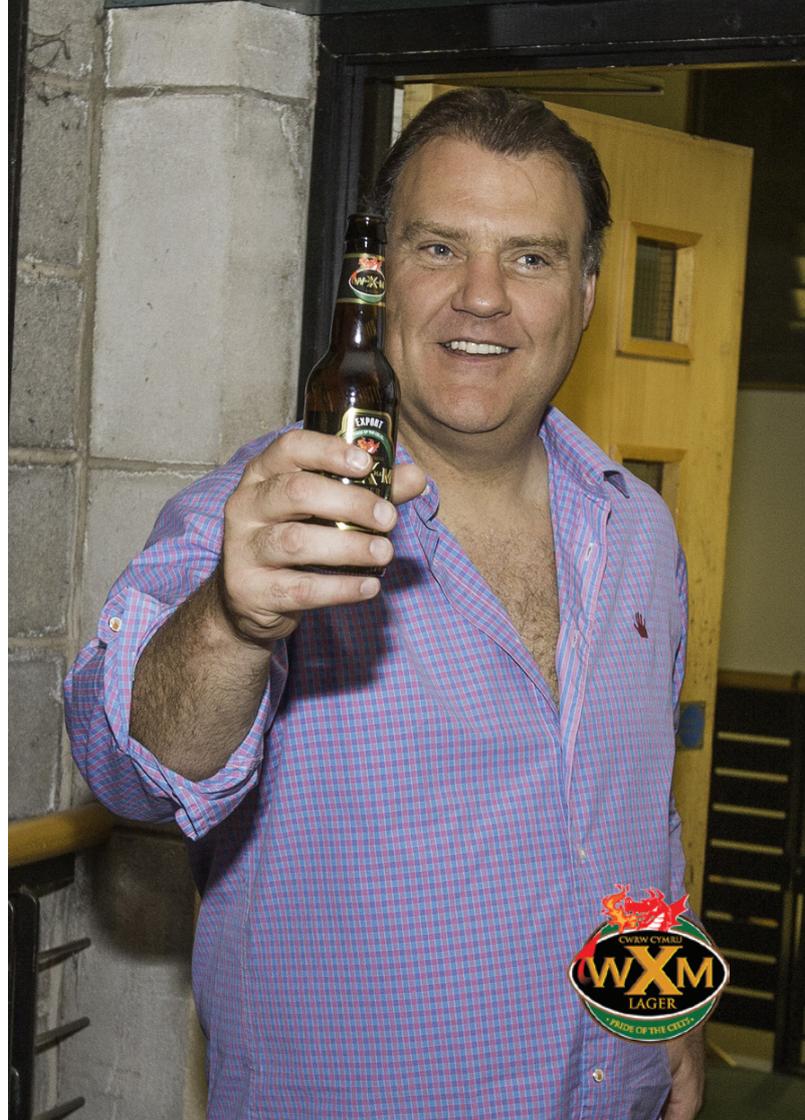
Associate your organisation with Llangollen International Musical Eisteddfod and its reputation as one of the most celebrated and rewarding music, dance and cultural festivals in the world. The headline sponsor enjoys name brand exclusivity across a range of print and digital marketing and PR in the build-up, during the week and after.

Exclusive branding rights as follows:

- Logo across all online and offline marketing materials
- Website banner advert
- Promotion via social media, online and offline consumer media
- Double page advert in festival programme
- Advertising opportunity on the main stage

The generous hospitality package includes:

- Complimentary tickets for the daytime for staff and clients
- Evening VIP concert seats split over the six performances (fixed seats, 17 seats per night)
- Exhibition/Hospitality space on the main field catering for a maximum of 50 guests



Official Partners - from £3,000

Official partners of Llangollen International Musical Eisteddfod enjoy outstanding branding and hospitality opportunities.

Promote and align your brand alongside the Eisteddfod's outstanding reputation, gaining positive and lasting exposure across many channels.

Influence key clients or employees with unique and inspirational entertainment and hospitality.

Branding opportunities include:

- Logo across a range of online and offline marketing materials
- Promotion via social media, online and offline consumer media
- One full page advert in festival programme
- Advertising opportunity on the main stage

Town & Outreach Partners - from £500

The Eisteddfod is dedicated to reaching out to the local community by introducing international performances across the region.

There are several outreach projects that feed into the Eisteddfod artistic programme including Volunteer and Work Experience, Care Homes and concerts.



Evening Concerts - from £10,000

The palpable buzz created from daytime competitions reaches a crescendo for the evening concerts. In the main auditorium with seating for over 4,000, these shows feature an exciting and eclectic mix of top international performers.

It's the ideal stage to promote your brand and offer memorable hospitality to clients.

Branding opportunities include:

- Logo across a range of online and offline marketing materials
- Promotion via social media, online and offline consumer media
- Full page advert in festival programme
- Advertising opportunity on the stage screen

Hospitality offerings include the following:

- 2 block B front row tickets adjacent to the chair or president for an evening concert of their choice
- 17 block B, second row tickets
- Complimentary 60 family day tickets for staff and clients
- Optional hospitality available for your guests



Outdoor Stages - from £5,000

Our outdoor stages are hugely popular. Every festivalgoer can access them and they feature a packed programme of exciting and talented performers from around the world. Each year they are a natural focal point in the festival field.



Sponsor an outdoor stage for effective branding on the marquee and the stage, and reference in the official festival programme and map. You will also receive a half-page festival programme advert.

Outdoor stage sponsorship includes complimentary day tickets and access to optional VIP hospitality.

Children's Day - from £5,000

Schools throughout UK are invited to participate in this enjoyable day out, an educational experience linking Awareness of Global Citizenship and Culture with a positive and memorable experience.



Day Sponsors - from £2,500

Sponsor any one (or more) of the Eisteddfod's six days and benefit from a range of branding opportunities on the field and at the Pavilion venue itself. Day sponsors include logos and banners across a range of highly visible media and locations, attracting high footfall throughout the day.



Individual Day Concert & Competition Sponsors - from £600

The daytime competitions are part of what makes competitors from around the world travel to Llangollen to take part

They would not be possible without your kind support.



Business and Events

With six days and nights of entertainment, there are plenty of opportunities to make use of the Llangollen International Musical Eisteddfod for your corporate event or private occasion.

As a venue the Pavilion and the field offers a selection of private spaces, terraces and galleries.

There are many ways to support us, each with their own reward for you and your business.

How your money can make a difference:

- It can buy a competitor's overnight stay with a local family
- It can buy meals for a competitor on the Eisteddfod field
- It can buy a competitor's coach transfer from the airport
- It can buy a visa to the UK for one competitor
- It can buy a trophy for a competition winner

Make a Company Donation:

Make a one-off donation, help fund a particular element of the festival, give a regular contribution, or help towards the travel costs of overseas competitors: Visit our Everyclick charitable donation page on the website.

Encourage Employees to Volunteer:

Do people in your company have specific skills that could benefit the Eisteddfod? Encourage them to be part of this one-of-a-kind festival, share what they know and learn from others, so they bring new skills and experiences back to your business.

Support the Festival

Let your business make its mark on the festival and leave a good impression with our patrons... Ask about our Outreach and Education programmes, Talks and Workshops. There is something for all budgets.

Get in touch

All our packages are flexible and the opportunities to support us are very extensive. If you have any ideas or proposals, do let us know.

We look forward to hearing from you.

T: 01978 862007

E: commercial@llangollen.net

W: www.llangollen.net

Mae fersiwn Gymraeg ar gael, ewch ar y wefan neu cysylltwch â'r swyddfa.

Thank you to all our sponsors

