



## Burghfield Santa Sponsorship

The Burghfield Santas are a group of local residents that create fun events for the residents of Burghfield and the surrounding area to raise money for local charities. All profits raised by the Burghfield Santas go to the Thames Valley Air Ambulance and other worthwhile charities.

In 2023 the Burghfield Santas will be organising the following event.

- **Burghfest on Friday 22nd and Saturday 23<sup>rd</sup> September**

For more details on the Burghfield Santas and our events see [burghfieldsantas.org.uk](http://burghfieldsantas.org.uk).

By sponsoring this event you and your company are supporting the local community of Burghfield and Burghfield Common and contributing to deserving charities. All sponsors get discounted admission tickets, receive a framed certificate, and appear on our event web-sites allowing you to publicise your involvement.

Below you will find a list of the sponsorship opportunities for purchase. Many of the offerings are exclusive and are sold on a first come, first served basis. In the event that the offering you select is no longer available, we will advise you and request you make another selection.

# Burghfest Sponsorship Opportunities

## **Sponsor a Beer or Cider Barrel**

With over 50 different Real Ale, Craft Beers and Ciders on offer, you get to choose the beer barrel that will bear your company logo behind the Burghfest bar and on the online beer menu.

## **Display your advertising banner or flag**

Burghfest does not have trade stalls, but you can display an advertising banners or flags around the site.

## **Exclusive: Sponsorship of the Burghfest Advertising boards**

Your logo will be on the pre-event advertising boards that are displayed around the local area.

## **Exclusive: Sponsor of the Beer Bar**

Your company banner and branding will form the backdrop to the key feature of Burghfest – the beer bar!

## **Exclusive: Sponsor of the Craft Beer and Cider Bar**

In 2021 we sold Craft Beer alongside real ale for the first time. It proved extremely popular so this year we have added a dedicated area for Craft Beer alongside the Cider rack. An excellent opportunity for your company banner and branding.

## **Exclusive: Sponsor of the Craft Lager Bar**

In 2021 we sold over 1500 pints of lager from four different taps. This year we have a dedicated area for lager for you to brand with your company banner.

## **Exclusive: Sponsor of the Prosecco Bar**

Your company banner will form the backdrop to the very popular Prosecco bar.

## **Logo on Burghfest Pint Glasses**

Everyone who purchases an advance ticket for Burghfest gets a souvenir polycarbonate glass to use at the festival and take away with them. Over 1500 glasses were supplied in 2022 and they are becoming collector's items. Your company logo will be in drinks cabinets throughout Burghfield for years to come.

For an additional cost, this is available as an exclusive opportunity.

## **Exclusive: Logo on Burghfest Wine Glasses**

Everyone who purchases an advance ticket for Burghfest gets a souvenir polycarbonate glass to use at the festival and take away with them. Over 500 glasses were supplied in 2022 and they are becoming collector's items. Your company logo will be in drinks cabinets throughout Burghfield for years to come.

## **Exclusive: Logo on Volunteer Vests (over 120 volunteers)**

To help save the planet, we have decided not to provide volunteers with T-Shirts that are only used once but instead purchase reusable vests that will last for many years. These vests will have a pocket for displaying the sponsors logo.

Burghfest will have over 120 volunteers on the day all wearing these vests with your company logo on them.

**Exclusive: Ticket Desk and Wristbands**

The ticket tent is where every drinking festivalgoer collects their wristband and drinks tokens. As a proud sponsor of Burghfest your banner will be prominently displayed behind the ticket desk for people to see as they enter the festival and on all of the wristbands.

**Exclusive: Sponsor of the Toilets**

Another destination for every drinking festivalgoer! Your banner can be displayed on the entrance and the toilet signage. Opportunity for some creative/fun marketing.

**Exclusive: Stage Sponsor**

As the Stage Sponsor of Burghfest, your banners will be literally Centre Stage and form the backdrop to all the bands playing over both days of the festival.

**Headline Band Sponsor**

As a headline band sponsor your logo will be displayed on the video screen when the headline band is announced, and you will be associated with the climax of the music program each day. Available for Friday & Saturday.

# Burghfest Sponsorship Price List 2023

Item	Price
Sponsor a Beer or Cider Barrel	£100
Display your banner or flag <sup>1</sup>	£75 for 1 or £300 for 5
Exclusive: Sponsor Burghfest Advertising boards	£250
Exclusive: Sponsor of the Beer Bar <sup>1</sup>	£800
Exclusive: Sponsor of the Craft Beer and Cider Bar <sup>1</sup>	£500
Exclusive: Sponsor of the Craft Lager Bar <sup>1</sup>	£500
Exclusive: Sponsorship of the Prosecco Bar <sup>1</sup>	£600
Logo on Burghfest Pint Glasses <sup>2</sup>	£2000 Exclusive
Exclusive: Logo on Burghfest Wine Glasses <sup>2</sup>	£750
Exclusive: Logo on Volunteer Vests	£500
Exclusive: Sponsor of the Ticket Desk <sup>1</sup> and Wristbands	£500
Exclusive: Sponsor of the toilets <sup>1</sup>	£400
Exclusive: Stage Sponsor <sup>3</sup>	£2,000
Headline Band Sponsor	£500 per night or £900 for both
Car Park Sponsor	£tbc

**All sponsors get 25% discount for on-line advanced purchases of admission tickets and can display their banner<sup>1</sup> on the site fencing at no charge. In addition, sponsors taking up one of the "Exclusive" sponsorship options get 2 free weekend admission tickets.**

## Notes

1. Price does not include cost of banner(s) or flag(s). Provide your own or purchase locally from £50 each.
2. Price does not include print set-up charge, estimated at £100. No charge for previous Burghfest glass sponsors
3. Price does not include cost of acoustic mesh banner(s). Provide your own or purchase locally from £100 each.

## Payment

Payment of invoices due on receipt.

Make your payment in one of the following ways:

BACS. | Account Name: Burghfield Santas | Sort: 40-38-04 | Acct No: 94805763

Cheque to be made payable to Burghfield Santas

PayPal account: [admin@burghfieldsantas.org.uk](mailto:admin@burghfieldsantas.org.uk)

## Donations

Donations of any value are always welcome. Through our partnership with the [Good Exchange](#) donations are matched, doubling the value of your contribution. Please contact us for details.

Burghfield Santa's Sponsorship Price List – 1<sup>st</sup> July 2023.