



50 years of festival

## REACH THE HEART OF THE COMMUNITY

*The Wargrave Village Festival is a not-for-profit bi-annual celebration of the magic of Wargrave.*

*Born from humble beginnings in 1975, this enchanting festival embraces the spirit of community, offering a social experience that enhances and supports our community, and provide a structure within which local societies and charities can hold fund-raising events.*

With over 5700 tickets sold across 37 events, the 19-day long Wargrave Festival has something for all interests, inclinations and ages, allowing you to reach your target audience in a variety of ways.

“

***We just love Wargrave Festival! There is always a great variety of events to keep everyone happy. So much planning goes into it, and this is evident by how professional the event is run.***

*Roisin & Mark*

## ADVERTISING & SPONSORSHIP OPPORTUNITIES

The Wargrave Festival is a not-for-profit festival and we can offer an exciting opportunity for your company to be part of something that is right at the heart of the community.

There are many events within the festival that offer exciting opportunities to create exposure for your company.

We can provide you with a list of exposure opportunities or work with you to tailor a sponsorship package to suit your objectives.

**If you would like to discuss this opportunity please email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232**

## 5 GREAT

### REASONS TO SPONSOR WARGRAVE FESTIVAL

- 1** Align your brand with a unique event that defines our village identity and is accessible to all members of the local community - whatever their age.
- 2** Over 5700 tickets sold over 19 days.
- 3** Thousands of event patrons from Wargrave, Henley, Sonning, Twyford, Reading, Charvil, Hare Hatch, Shiplake, Reading and Wokingham, as well as further afield like Oxford and Basingstoke.
- 4** Promotions in various offline and online promotions, including website, Facebook, Instagram, direct marketing, printed programme, signage at event and sponsors board in main marquee.
- 5** Free tickets to selected events for your team

**AND YOU WILL JOIN US IN CELEBRATING**

**50 YEARS OF FESTIVAL**



50 years of festival

**5700**

Tickets sold overall

**4500**

tickets sold on Ticket Day

**37**

events over 19 days

**WEBPAGE VISITS:**

**17,363**

Unique page visits in 2022

**WEBSITE VISITS**

**8640**

people visited our website in 2022

**FACEBOOK**

**1,322**

followers

**INSTAGRAM**

**403**

followers

**ENGAGEMENT**

**11,423**

reactions, likes, comments and shares



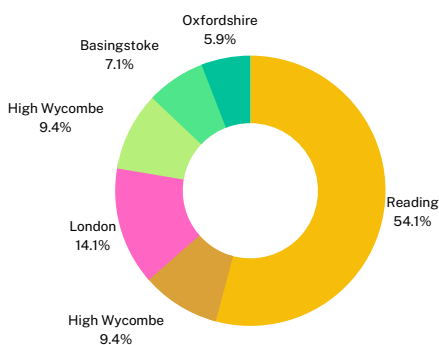
**63.5%**

Rated the festival 5 stars overall and



**32.1%**

Rated the festival 4 stars overall



**WEBSITE VISITS BY LOCATION**

Thousands of event patrons came from Wargrave, Henley, Sonning, Twyford, Reading, Charvil, Hare Hatch, Knowl Hill, Shiplake across Wokingham and as far as Maidenhead, Marlow, Slough and Oxford.

# WARGRAVE FESTIVAL

## ADVERTISING RATES

### ♥ REACH THE HEART OF THE COMMUNITY

### ★ ADVERTISING PACKAGE

#### PLATINUM

- A4 full colour ad on the back cover of the Wargrave Festival Programme
- Ad displayed in flip book programme with a hyperlink to URL of your choice
- Advert displayed on Wargrave Festival website supporters page
- Advert posted three times on Wargrave Festival Facebook page
- Advert sent via email to mailing list
- Acknowledgement as Platinum advertiser on our supporters board in the marquee for duration of festival.

#### GOLD

- A4 full colour ad in the Wargrave Festival Programme
- Ad displayed in flip book programme with a hyperlink to URL of your choice
- Advert displayed on Wargrave Festival website supporters page Advert posted twice on Wargrave Festival Facebook page
- Advert displayed on Wargrave Festival website supporters page Advert displayed on Wargrave Festival website supporters page

#### SILVER

- Half A4 page full colour ad in the Wargrave Festival Programme
- Ad displayed in flip book programme with a hyperlink to URL of your choice
- Advert displayed on Wargrave Festival website supporters page
- Advert posted once on Wargrave Festival Facebook page

#### BRONZE

- 1/4 page full colour ad in the Wargrave Festival Programme
- Flip book e-programme with a hyperlink to your website/Facebook page
- Advert displayed on Wargrave Festival website supporters page

#### PLATINUM

**FULL PAGE  
BACK COVER  
196MM X 283MM  
£1200**

#### GOLD

**FULL PAGE  
INSIDE  
196MM X 283MM  
£800**

#### SILVER

**HALF PAGE  
196MM X 143MM  
£450**

**BRONZE  
1/4 PAGE  
98MM X  
141MM  
£250**

**1/10 PAGE  
98MM X  
53MM  
£120**

# WARGRAVE FESTIVAL

## ADVERTISING RATES

### DISTRIBUTION & EXPOSURE

The Wargrave Festival Programme is an A4 full colour publication and a permanent coffee table feature that is read time and time again for 3 months leading up to and during the 19-day festival.

- 2100 copies
- Distributed to homes, cafes, pubs, schools, libraries and other outlets
- Reaching residents across Wargrave Parish including Crazies Hill, Knowl Hill and Hare Hatch
- Promoted to over 1000 Facebook followers

### AD SPECS

AD SIZE	DIMENSIONS	RATE
Full page back cover	196mm x 283mm	£1200
Full page inside	196mm x 283mm	£800
1/2 page inside	196mm x 143mm	£450
1/4 page inside	98mm x 141mm	£250
1/10 page inside	98mm x 53mm	£120

### NEED SOME HELP WITH YOUR AD DESIGN?

Ads must be submitted electronically as a pdf (without bleed) to [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) by Friday 5th January 2024. You will be issued with an invoice on receipt of artwork. Unfortunately, we are unable to provide proofs.

For an additional £50 we can design an ad for your business. Please contact us if you require this service.

### PAYMENT TERMS Payable within 14 days from date of invoice.

### CONTACT US

To advertise with the Wargrave Festival contact Jo at [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com)



# WARGRAVE BIKE FEST

## WARGRAVE BIKE FEST - £350 TWO SPONSORS ONLY

Be associated with an event that promotes health, fitness and wellbeing to people across Berkshire and Oxfordshire.

The Bike Fest and Family Day saw over 300 cycling enthusiasts of all ages from 3-83 years from across Berkshire and Oxfordshire enjoy an organised group ride of varying distances, as well as some family fun on Mill Green with time trials, cycling related stalls, a mini Olympics for the kids and lots more.

The event will be held on Mill Green, the home of the festival, on Saturday 22nd June, 2024 from 8am-3pm and will have two main features:

- Three non-competitive cycling events (20km, 50km and 75km)
- A festival of family events on Mill Green including food, apparel and bike stalls, exercise bikes, a mini Olympics, BBQ, music and a bar.

### Keen to sponsor?

Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232

# Sponsor Benefits

## WHAT'S INCLUDED?

- Water bottles with company logo gifted to all cyclists
- Company signage displayed on Mill Green (supplied by the sponsor)
- Logo on Wargrave Festival website sponsor's page
- Sponsor named as event sponsor on event page on website and Facebook.
- Sponsor named on dedicated event page on British Cycling website
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Sponsor acknowledged twice on Facebook from January - June to over 1100 loyal followers with a link to your page or website
- 4 tickets to enter the 75km Wargrave Bike Fest and 5 Mini Olympic passes (value £125)

## 2 SPONSORSHIPS AVAILABLE

### THANK YOU BIKE FEST

"Our family really enjoyed it and appreciated all your efforts, mapping the route with the app, all the signs, info packs etc!) Plus the Olympics event too was great fun too!"

Juliana Copeland



# WARGRAVE BIKE fest



**SATURDAY 22ND JUNE 2024**

A day of cycling & family fun  
in partnership with British Cycling  
Mill Green, Station Rd, Wargrave RG10 8EU  
Cycling from 8am  
Family Day 10am-2pm

## ***Cycle the beautiful Chilterns***

### **THREE DISTANCES TO CHOOSE FROM (8-10AM)**

75km "The Chitty Chitty Bang Bang" - **£25** | 8:00am  
50km "The Vicar of Diddly" - **£20** | 8:45am  
20km "The Flying Family 20" - Adults **£10** / Kids **FREE** accompanied by adult) | 9:45am



Tickets inc. digital cyclist pack, fuel stop (for longer distances) PLUS a free beer/wine/soft drink for all cyclists on return to Mill Green.

## ***Bring the whole family***

### **MILL GREEN FAMILY DAY 10AM-3PM - FREE ENTRY**

Mini Olympic passport with challenges & prizes for kids 12 & under - **£5**

- Mini Olympics challenges
- Climbing Wall
- Martial Arts / Circus Skills
- Bikeability sessions
- Baby & Toddler Play Zone
- Merchandise stalls
- Cakes & Coffee
- BBQ & Bar



WARGRAVEFESTIVAL.ORG.UK  
FACEBOOK/WARGRAVEFESTIVAL  
WARGRAVEBIKEFEST





# WARGRAVE FESTIVAL BALL



**PHOTO BOOTH - £500  
ONE SPONSOR ONLY**

**FRIDAY 28TH JUNE 7:15PM**

Our signature event, the Festival Ball sees 450 patrons dressed to the nines for this black tie affair. Sponsor the photo booth and have your brand on the photos patrons take home.

**Keen to sponsor?**

Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232

ONLINE GALLERY @ [WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY](http://WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY)



ONLINE GALLERY @ [WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY](http://WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY)



ONLINE GALLERY @ [WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY](http://WWW.PARTYSPIRITPHOTOBOOTH.COM/GALLERY)



# Sponsor Benefits

## WHAT'S INCLUDED?

- Company logo printed on the photos taken in the photo booth
- Logo on Wargrave Festival website sponsor's page
- Logo on Wargrave Festival website sponsor's page
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Company named as sponsor in on event pages on Facebook and website
- Sponsor acknowledged on Facebook to over 1000 loyal followers with link to your page or website
- 2 tickets to either the Bike Fest, Literary Festival or Pub on the Green

2 SPONSORSHIPS AVAILABLE



# WARGRAVE FESTIVAL BALL

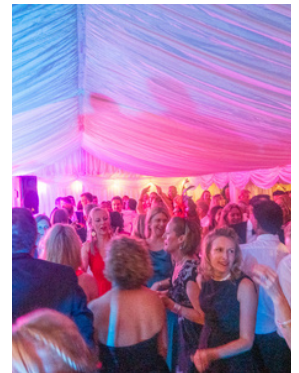
 **CHAMPAGNE RECEPTION - £500  
ONE SPONSOR ONLY**

**FRIDAY 28TH JUNE 7:15PM**

Our signature event, the Bohemian Ball sees 450 patrons dressed to the nines for this black tie affair. Sponsor the champagne reception and you'll be very popular with the locals!

**Keen to sponsor?**

Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232



## Sponsor Benefits

### WHAT'S INCLUDED?

- Signage displayed on or next to the champagne bar (a focal point for the champagne reception)
- Logo on Wargrave Festival website sponsor's page
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Company named as sponsor in on event pages on Facebook and website
- Sponsor acknowledged on Facebook to over 1000 loyal followers with link to your page or website
- 3 tickets to the marquee opening night event - the Pub on the Green valued at £30





# WARGRAVE LITERARY FESTIVAL



**£500 (ONLY TWO SPONSORS)**

**THURSDAY 27TH JUNE 2024**

Reach 200 literary lovers of Berkshire and be associated with an event with an exciting line up of high profile authors. In between the talks, patrons will have a browse of the various stalls selling books, crafts and stationary as well as showcasing new and local authors - or just enjoy a glass of wine and some delicious sweet treats while catching up with friends.

**Keen to sponsor?**

Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232

## Sponsor Benefits

### WHAT'S INCLUDED?

- Goodie bags with company logo
- Company logo displayed on the main stage behind / beside the speakers
- A stall at the event
- Logo on Wargrave Festival website sponsor's page
- Logo on Wargrave Festival website sponsor's page
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Company named as sponsor on festival event page on Facebook and website.
- Sponsor acknowledged twice on Facebook from January - June to over 1000 loyal followers with link to your page or website
- 4 tickets to Wargrave Literary Festival

2 SPONSORSHIPS AVAILABLE

### THANK YOU!

"What an outstanding event! We enjoyed listening to all three speakers and the stalls were an added bonus for an all round fun evening out with my book club girls"

Ally Holloway





# PUB ON THE GREEN



**£500 (ONLY ONE LEFT)**

WEDNESDAY 19TH JUNE 2024

Be there at the opening of the 2024 Festival marquee, along with over 450 people, for one of our most popular events, 'Pub on the Green' with craft beers, a live band and a bucking bronco!

**Keen to sponsor?**

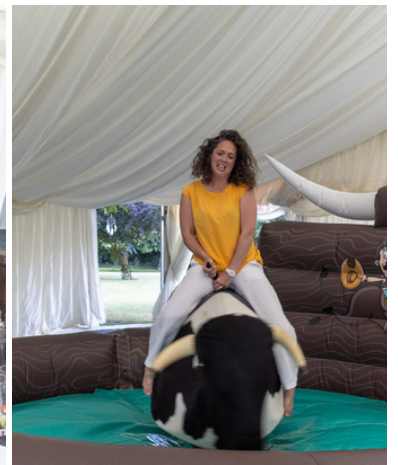
Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232



## Sponsor Benefits

### WHAT'S INCLUDED?

- Your brand on the main stage alongside the live band
- Logo on Wargrave Festival website sponsor's page
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Sponsor acknowledged on Facebook to over 1000 loyal followers with link to your page or website
- Sponsor named on event page on Facebook and website
- 5 tickets to the marquee opening night event - the Pub on the Green valued at £50





## GREEN TEAM



**£500 (TWO SPONSORS ONLY)**

If you share our desire to reduce our impact on the environment, sponsor our Green Team and align your brand with 2024's Festival's best news story.

**Keen to sponsor?**

Email [wargravefestival@gmail.com](mailto:wargravefestival@gmail.com) or call Jo on 07775 683 232



## Sponsor Benefits

### WHAT'S INCLUDED?

- Branded t-shirts worn by the Green Team at the majority of festival events over 19-days
- Logo on Wargrave Festival website sponsor's page
- Company named as sponsor in festival programme and company named as sponsor on Green Team page of the festival programme (if confirmed by 1 Jan 2024)
- Logo on sponsor's board permanently displayed at the entrance to the festival marquee for the duration of the festival (over 20 events held in marquee)
- Sponsor acknowledged on Facebook to over 1000 loyal followers with link to your page or website
- 2 tickets to the marquee opening night event - the Pub on the Green
- 25% discount for festival programme advertising

Back in 1989, Wargrave had a number of forward thinking environmentalists who, in conjunction with Friends of the Earth, organised a recycling centre on Mill Green for the duration of the Wargrave Festival. This was a major step forward considering up to that point almost nothing was being recycled from household waste. The aim was to encourage people to walk or cycle to events and bring their glass jars, bottles, aluminium cans and wastepaper to the recycling point with the aim of 'perhaps finding a permanent recycling point in the village'!

32 years on, the Wargrave Festival Green Team have been meeting to make plans for how to improve the green elements of the Wargrave Festival in 2024 and beyond. We hope we can build on past years' actions by enhancing the robust waste management and recycling system further.

IN 2022, THE GREEN TEAM'S EFFORTS MEANT WE WERE ABLE TO PREVENT OVER 5000 PLASTIC CUPS FROM GOING TO LANDFILL.