



GALTRES
FESTIVAL 2011
BEER CIDER MUSIC FUN FOOD

**Opportunities for you and
your business ...**

Opportunities for you...

The Galtres Festival is back for its seventh year this August Bank Holiday weekend, combining some of the best music acts around on the main stage, with an action-packed Festival of Fun, and Britain's biggest Festival of North Yorkshire ales and ciders. We're expecting 5,000 visitors this year to our beautiful setting at Mosswood Grange Farm near Crayke and, for the first time, the event is extended over three days, with five stages. This year we have again secured **Welcome to Yorkshire** as our regional sponsor.

All proceeds from the festival go to local and regional charities, and in recent years we have donated more than £10,000 to good causes including the Yorkshire Air Ambulance, St Monica's Hospital in Easingwold, the Teenage Cancer Ward at St James' Hospital in Leeds, and Impact Young Heroes which supports teenagers suffering from leukemia – in total around 30 local organisations have benefited from our event. The Festival has always been community-focused, aiming to combine live music and enjoyment of real Yorkshire ales with locally-produced organic food and a festival of fun for all the family.

By sponsoring the Galtres Festival you will be associated with the aims of the event which are:

- To support small independent breweries and cider producers, and expose the public to the exciting range of non-commercial drinks they produce.
- To support local food producers who can supply free range meat and dairy products, and naturally grown or organic vegetables and other produce.
- To create a platform for emerging bands and artists to support our headline acts and provide an opportunity to play to a large audience.
- To provide a range of activities for children and young people involving creativity and originality which broaden horizons and represent something different from the norm.
- To minimize the carbon footprint of our event, protect the natural environment, and make a positive contribution to local conservation.

In previous years, local businesses have been very generous with their support, and it is this sponsorship that enables us to make substantial charitable donations. All sponsors and advertisers are welcome to nominate charities to which they'd like the Festival Trustees to make donations.

The Festival is extremely well attended by people who live in the North Yorkshire area, as well as by visitors from further afield - our low ticket price policy (£30 for an adult weekend ticket for YO61 residents) combined with the attraction of profile headline bands (The Bluetones for 2009, The Lightning Seeds, The Beat, Dodgy and The Wonder Stuff for 2010, and The Charlatans, Levellers and British Sea Power for 2011) guarantees a large audience. We expect 5,000 people to attend this year's event and your details will be circulated to our database of 12,500 potential customers. So as well as supportive sponsorship, the event offers significant potential for business exposure, entertainment and networking. We fully recognize that in today's economic climate you need to make sure that your marketing activity is carefully targeted and highly effective.

Don't take our word for it ...

Our sponsors agree there is something special about the Galtres Festival as it has values beyond just making money. This is what some of them have to say:

"As a local and new business this gave me an opportunity to promote my business whilst making a contribution to local charities not to mention having a great time at the festival".

"Very supportive of festival and would recommend to other local businesses, what a great way to give to charity and get something back in return"

"we're always supportive as the festival supports local businesses, local caterers and local musicians"

"Very proud to be a sponsor and will continue to support the festival"

Welcome
to Yorkshire
yorkshire.com

We have identified a range of sponsorship and advertising opportunities ranging in cost from £75 to £3,500 – these are summarised below, but please do not hesitate to contact us to discuss any specific requirements. We're committed to making the investment work for you and can develop a bespoke package to suit the needs of your business.

Contact: James Houston on 07977 408376 / 01347 829350

To find out more about Forest of Galtres Festival, and the charities we support, **please visit www.galtresfestival.org.uk**

GALTRES FESTIVAL LIMITED IS REGISTERED IN ENGLAND COMPANY NUMBER 5908090
GALTRES FESTIVAL IS REGISTERED CHARITY NUMBER 1116636

I. Advertising in the programmes

There are two programmes available at the festival - an event programme detailing stage times and workshops, and a drinks programme detailing beers, ciders and wines available. Both are available free of charge to everyone, and 2500 full colour copies of each will be distributed at the event.

Rates for the drinks programme:

5x2 inside page **£75** (business card size)

5x2 front or back cover **£200**

10x2 inside page **£150**

Rates for the events programme:

Full page: **£500**

Half page: **£250**

Festival of fun programme



ROBINSON & BIRDSSELL LIMITED

11.00 to 12.00 - Kings Traditional Fair
Vintage fairground rides the children will love - Don Hubby's Iron King

12.00 to 17.00 - Face painting & balloon modelling

12.30 to 13.00 - Metal tooling workshop
A chance to 'tooth out' your own design and make a metal sculpture.

14.00 to 14.30 - Kindermusik
Music and movement for young children.

15.45 to 16.15 - Workshops: Throthorpe Unicyclists and Juggler

14.00 to 14.40 - Storytelling with Linda and Tony

15.00 to 15.30 - Kindermusik
Music and movement for young children

15.00 to 14.50 - Storytelling with Linda and Tony

15.00 to 15.40 - Learn to play the penny whistle

16.00 to 16.30 - Kindermusik
Music and movement for young children

16.00 to 16.00 - Metal tooling workshop
A chance to 'tooth out' your own design and make a metal sculpture.

17.00 to 17.40 - Learn to play the penny whistle

*Please note that times and activities are subject to change.
More details on the Festival website.*

Beat Rising Fuel Costs!
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- ✓ COMPANY ESTABLISHED 30 YEARS

FOR A FREE SURVEY CALL 0500 127 005

www.solarwall.co.uk



Sunday 24 August 2008
11am - 11pm.

PROGRAMME
&
TASTING NOTES

www.galtresfestival.org.uk

MultiMedia NETWORK

Designers of fabulous websites and intranets
Developers of brilliant educational multimedia

Delighted to support this fantastic festival

www.pmm.net • james@pmm.net • 0870 608 0012 • est. 1993

STAN'S KIOSK
(NEAR THE BEER TENT)

Calypso scrummy fruit juices - 2 cartons 1 voucher
orange, apple & tropical (10p x10)

Fair Trade chocolate and confectionery 1 voucher (10p x10)

4-pint carry-out beer/sider legs 2 vouchers empty! (10p x10)

Fabulous festival T-shirts 7 vouchers many sizes and colour (10p x10)

20 Marlboro Lights 5 vouchers (10p x10)

25g Golden Virginia tobacco 3 vouchers (10p x10)

Lighter + Rizolas + Filters 1 voucher (10p x10)

Toiletries
Ice rolls, baby wipes 1 voucher
Tampons/towels, condoms 2 vouchers (10p x10)

Chinese sky lanterns 2 vouchers (10p x10)



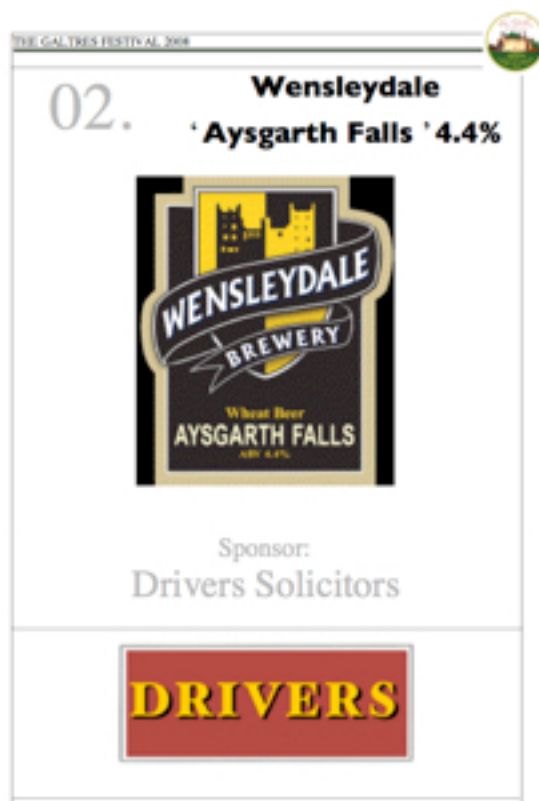
GALTRES FESTIVAL 2010
BEER • CIDER • MEAT • FISH • FOOD

2. Sponsor a cask of cider/perry (5 gallons) £75

- 1 free adult day ticket
- Branding on the cask at the festival – example illustrated below (printed A4 & laminated)
- Branding in the programme listing the ciders and perries, against your individual cask and tasting notes
- Branding in the programme sponsors' section, with contact details etc
- Branding on the Festival web site, with a link to a dedicated page of information giving your contact details, sphere of activity, etc

3. Sponsor a firkin of ale (9 gallons) £100

- 1 free day ticket
- Branding on the barrel at the festival – example illustrated below (printed A4 & laminated)
- Branding in the programme listing the beers, against your individual beer and tasting notes
- Branding in the programme sponsors' section, with contact details etc
- Branding on the Festival web site, with a link to a dedicated page of information giving your contact details, sphere of activity, etc



Bigger opportunities for you...

We also offer packages with greater exposure which take advantage of the festival's ability to directly communicate with an audience of 5,000 people, both at the Festival and on advance publicity material, the festival website, and e-marketing material. Involve them in your brand and let them experience your product.

Being synonymous with a high-profile event that creates long lasting positive memories for your community can be much more effective than printed advertising and reaches a wider audience through word-of-mouth. All of this helps to create greater awareness of your business within the region.

I. Sponsor the T-shirts £450

All of the event staff and volunteers are given a Festival T-shirt to wear at the event, and we also sell large numbers to the public - in fact we have sold out three years running. On the front of the T-shirts is the Festival logo, and a sponsor logo will be printed on the back.

While in previous years we've shared the shirt sponsorship among a series of sponsors (eg below), this year there will be one short-sponsor only - substantially increasing the impact, while also ensuring the shirts are viewed as highly desirable by the public.

SPONSORS

Tel: 01904 - 622255



of york

fosters

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**WOODCARVERS
OF CRAYKE**

DEREK SLATER

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RIDE-AWAY

SADDLERY & COUNTRY CLOTHING

01347 810443

 **Dobsons Motors**

(01347) 824 785

www.BrierleyGroom.com

Chartered Architects RIBA 

2. Sponsor the festival glasses £1000

Every adult is given a Festival glass on entry to the event - this is both to use during the day, and to take home as a souvenir.

The Festival glasses have etched onto them the Festival logo and year, and your logo too! This opportunity therefore will benefit the sponsor both at the event, and afterwards each time the glass is used. This year 5,000 glasses will be ordered - a combination of pint, half pint and wine glasses. Illustrated below is the artwork for the 2009 glasses.

Festival Glass Ltd
Printed Glassware For All Occasions
www.festivalglass.co.uk

ORDER TYPE GALTRES BEER FESTIVAL	GLASS DESCRIPTION 20oz CONICAL
ORDER NO. FG2544	GLASS TYPE GGV STAMPED, LINED @ 10oz
DATE 18 AUGUST 2009	YOUR PRICE £1000
QTY 1 of 5	

info@festivalglass.co.uk



Putting your name on everyone's Lips!
 Telephone: 01477 650500 Fax: 01477 651431 Mobile: 01882 634455
 Unit 9 Calderdale Business Park, Club Lane, Osenton, Rufford, HD3 8DB



3. Sponsor one of the main sections of the Festival

- Festival of Music and Dance – Duke Stage - £600
- Festival of Music and Dance – Oxman Stage - £500
- Festival of Music and Dance – Firkin stage - £400
- Festival of Music and Dance – Little Top Stage - £400
- Festival of Fun area - £400
- Real ale bar - £300
- Cider bar - £250
- Blondes Bar - £250 - **SOLD**
- Lager Bar - £250
- Information point (taxis, buses, etc) - £200
- Duke Stage bar - £250

Each part of the Festival has its own marquee or area, and the sponsor's logo will be displayed prominently at the entry to the marquee/area on a banner – see below and overleaf for banner examples.

The sponsor will also be featured prominently in the Festival programme and on the Festival website, and on www.whatsonyork.com Event sponsors are also entitled to an adult day ticket for free entry to the event, or as otherwise agreed.



4. Title Sponsor £3500 - SOLD

The title sponsor is our official Festival Partner. A flexible package including but not limited to:

- Branding on all publicity material – posters, flyers, e-shots
- Branding on wristbands – everyone has to wear one at the event
- 2 family tickets (or 8 individual tickets)
- Prominent branding in the Festival arena
- Branding at Festival entry/exit points – see example banner below
- Branding on the tickets
- Credited as festival partner in press releases, in the programme and on the website homepage, with information and contact details relating to your business.
- Prominent branding on www.whatsonyork.com
- 30 drinks tokens for you and your guests
- VIP invitation to the exclusive pre-Festival Friday Session
- Advertisement in the programme.



Beer & cider - tasting & judging

This year, on the Friday afternoon before the festival opens to the public, we're going to hold a tutored beer and cider tasting/judging event, to which all sponsors are invited. The idea is to taste the 100 or so different beers and ciders which we will be serving to the public over the festival weekend. People will taste a selection of drinks of a similar type in groups, allocating marks for taste, aroma, appearance etc. Guidance will be offered from our experts on what to look out for in each beer or cider type. The drinks with the highest marks will be the winners - eg best country cider, best strong ale - and there will be one overall winner.

It's great fun and a good social event, but is also a very good way for sponsors to entertain their guests.

Complementary water and crackers will also be served!

Sponsor a FIRKIN!

You pay for a barrel; all proceeds go to charity

- Your name on a barrel at the festival
- Your name in the beer & cider programme
- Your name and details below on the website www.galtresfestival.org.uk
- Free entry for one adult to the Festival

	Your details for the programme
Business name	
Business address and postcode	
Business telephone	
Business website address	
Business email address	
Business description (your activities / products / services)	
Other details	
Charity donations 2011 <i>All festival proceeds are given to charities and to needy local organisations. Please suggest any deserving causes here:</i>	
	Your details for our records
Contact name	
Contact telephone	
Contact email	
Beer / brewery / cider preference <i>see website for latest list. All same price: £100</i>	
Additional tickets required? numbers for adults / children	
Your signature	

- PLEASE POST THIS TO GALTRES FESTIVAL, THE HAWKHILLS ESTATE, EASINGWOLD, YORK YO61 3FE
CHEQUES TO BE MADE PAYABLE TO GALTRES FESTIVAL TRADING (2011) LIMITED

	Gift Aid declaration
Your title and full name	
Your home address	
Postcode	
Gift Aid declaration <i>please tick</i>	<input type="checkbox"/> "I am a UK taxpayer and I declare that all gifts made by me to Galtres Festival are Gift Aid donations."
Amount paid	
Your signature	

Sponsor the Festival!

All proceeds go to charity

- Your logo and strapline on a prominent banner
- Your name and details in the programme
- Your name and details on the website www.galtresfestival.org.uk
- DON'T FORGET TO SEND US A HI-RES VERSION OF YOUR LOGO**

Your details for the programme															
Business name															
Business address and postcode															
Business telephone															
Business website address															
Business email address															
Business description (your activities / products / services)															
Extra details for advertisement Optional: . Please attach your logo or email to info@galtresfestival.org.uk															
Which part of the Festival do you want to sponsor? See enclosed details for rates. NB we've a separate sponsor form for barrels - you can download it from the Festival website at www.galtresfestival.org.uk/	<table border="0"> <tr> <td><input type="checkbox"/> Duke Stage</td> <td><input type="checkbox"/> Blondes Bar</td> </tr> <tr> <td><input type="checkbox"/> Oxman stage</td> <td><input type="checkbox"/> Lager Bar</td> </tr> <tr> <td><input type="checkbox"/> Firkin Stage</td> <td><input type="checkbox"/> Information point</td> </tr> <tr> <td><input type="checkbox"/> Little Top Stage</td> <td><input type="checkbox"/> Duke Stage bar</td> </tr> <tr> <td><input type="checkbox"/> Festival of Fun area</td> <td><input type="checkbox"/> T-shirts</td> </tr> <tr> <td><input type="checkbox"/> Real ale bar</td> <td><input type="checkbox"/> Festival glasses</td> </tr> <tr> <td><input type="checkbox"/> Cider Bar</td> <td><input type="checkbox"/> Advert in programme</td> </tr> </table> size:	<input type="checkbox"/> Duke Stage	<input type="checkbox"/> Blondes Bar	<input type="checkbox"/> Oxman stage	<input type="checkbox"/> Lager Bar	<input type="checkbox"/> Firkin Stage	<input type="checkbox"/> Information point	<input type="checkbox"/> Little Top Stage	<input type="checkbox"/> Duke Stage bar	<input type="checkbox"/> Festival of Fun area	<input type="checkbox"/> T-shirts	<input type="checkbox"/> Real ale bar	<input type="checkbox"/> Festival glasses	<input type="checkbox"/> Cider Bar	<input type="checkbox"/> Advert in programme
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Your details for our records															
Contact name															
Contact telephone															
Contact email															
Strapline for banner <i>max 8 words</i>															
No. of additional tickets required Adult / Child															
Your signature															

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