



# SPONSORSHIP OPPORTUNITIES

# loop

fest

# A FESTIVAL OF PLAY

**In 2022 LOOPFEST smashed footfall records in Shrewsbury, increasing visitor numbers by 33% against the same day the previous year. Venues across the town broke their sales records.**

**On July 8th 2023 we broke the records again, even the torrential rain didn't dampen spirits at the newly introduced Castle Stage.**

So for 2024 we're introducing two more main stages, The Square and St. Mary's Church. The event will run over the early May bank holiday weekend from Fri 3rd to Sat 4th May 2024.

Gaining goodwill from the local community by partnering with events such as LOOPFEST is one of the most valuable forms of marketing, it transcends "just doing business" and builds trust and authenticity for your brand.

Our values are based on supporting the local and regional community to help it flourish and grow, bring new people to the area, supercharge the local independent businesses, encourage creativity, promote inclusivity and to help nourish young minds. But most of all, it's about bringing communities together.

We have a number of opportunities and sponsorship packages suitable for all business sizes, and we're happy to tailor what we offer around the companies that want to work with us. We're also open to collaboration to make the event grow every year while maintaining our operational excellence.



**We're excited to give businesses the opportunity to reach**

**120,000+**

**visitors to Shrewsbury over LOOPFEST 2024, it's an ideal way to highlight your commitment to corporate social responsibility in the local area.**



**120,000+**  
**VISITORS**



**25,000**  
**NEWSLETTER**  
**SUBSCRIBERS**



**75,000+**  
**SOCIAL MEDIA REACH**

# MAKING THE MOST OF OUR PARTNERSHIP

**Our insights and strategy partner, StoryThreads are there to help make sure that your investment has the biggest impact possible.**

We push the limits of possibilities and will work with you to make your sponsorship as impactful as possible.

Our goal is to open up new business opportunities, be that gaining customers, brand awareness, sharing your vision or enhancing your corporate social responsibility credentials. We'll put you in front of your target market through festival attendance, sponsorship, your involvement at the festival and product placement.



## MAIN SPONSOR

As the main festival sponsor your brand will feature throughout the festival.

## ZONE SPONSOR

As well as venues, we split LOOPFEST into zones, making it easier for people to navigate around the town. There's an opportunity to name the zones and yield a wider reach than just a single venue



## VENUE SPONSOR

Our venues can be found throughout town and many of which are in prominent places. By branding a venue your logo will feature prominently inside and outside the venue.

## EACH OF THE ABOVE PACKAGE'S BENEFITS INCLUDE:

- Branding in the chosen area
- Data capture opportunities via competitions
- Branding on all area associated banners and materials
- Press release naming
- Premium stand space at the festival
- Access to VIP areas
- Advert & write-up in the printed programme (20,000 copies printed and distributed)





# OTHER SPONSORSHIP OPPORTUNITIES



## BAND SPONSORSHIP

By sponsoring a band we'll make sure your brand is promoted on all promotional materials, stage banners during the performance and shout outs.



## SERVICES & LOGISTICS

If your business can provide services such as waste management, toilet facilities, fencing and building materials your brand can be associated with an aspect of LOOPFEST.

## RATES

- **Headline Sponsor - £15,000**
- **Zone Sponsor - from £3,500**
- **Stage Sponsor - £3,500**
- **Drinks Area - £2,000**
- **Food Area - £2,000**
- **Festival Glasses - £5,000**
- **Drink safety caps - £1,500**
- **Festival Beer Mats - £1,000**
- **Wellbeing Zone - £2,000**

### Infrastructure

- **Waste - £1,500**
- **Toilets - £1,500**
- **Fences - £1,500**
- **Volunteers - £1,500**
- **Coffee Sponsor - £1,500**
- **Exhibitor Car Parking - £1,500**

### Media & PR Opportunities

- **Website - SOLD**
- **Media Partner - £2,000**
- **Banner Advertising Opportunities from £400**
- **Main Festival Signage - £2,000**
- **Car Partner - £3,000**
- **Print - £1,000**
- **Wristbands - £1,000**



## CONTACT US NOW!

Please email [info@loopfest.co.uk](mailto:info@loopfest.co.uk) or call 0330 133 4313 to find out more!