



**Loop** fest

**SPONSORSHIP  
OPPORTUNITIES  
3RD - 5TH MAY 2024  
SHREWSBURY  
TOWN CENTRE**

**LOOPFEST.CO.UK**

# A FESTIVAL FOR ALL

LOOPFEST, now in its third year, is an award-winning music festival held throughout Shrewsbury Town Centre. The event has broken footfall records in Shrewsbury twice, with 70% of venues boasting record profits and over 100% increase in gate usage at Shrewsbury Railway Station.

In 2024 the organisation is planning its most ambitious project yet, featuring over 200 acts across 20 venues over the Early May Bank Holiday from Friday 3rd to Sunday 5th May 2024.

BBC Radio 6 Music's Chris Hawkins will feature as the festival ambassador, alongside the addition of Shrewsbury Square and St. Mary's Church as performance areas. Shrewsbury Castle will be host to international touring acts including BC Camplight, Nubiyah Twist, Beardyman & Dutty Moonshine Big Band.

## WHY SPONSOR LOOPFEST?

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, bringing new people to the area, supercharging local independent businesses encouraging creativity, promoting inclusivity and helping to 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.



We're excited to give businesses the opportunity to reach

**60,000+**

visitors for LOOPFEST 2023, it's an ideal way to highlight your commitment to corporate social responsibility in the local area.



60,000+  
VISITORS



25,000  
NEWSLETTER  
SUBSCRIBERS



75,000+  
SOCIAL MEDIA REACH

# SPONSORSHIP OPPORTUNITIES AT LOOPFEST

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.



## FESTIVAL SPONSOR

As the main festival sponsor your brand will feature throughout the festival and on all printed and digital materials.

## MAIN STAGE SPONSORS

There's an opportunity to name the stages at Shrewsbury Castle, St. Mary's Church and Shrewsbury Square. By branding a stage your logo will feature prominently inside and outside the venue.



## ARTIST SPONSOR

In 2024 LOOPFEST will feature a number of internationally recognised artists, and your brand would be promoted alongside these.

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

- Featured branding
- Data capture opportunities
- Promotional opportunities at Shrewsbury Square
- Press release naming
- Premium stand space in Shrewsbury Square
- VIP access and tickets



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## PROGRAMME SPONSORSHIP

15,000 LOOPFEST programmes will be printed in early February and will be distributed throughout Shrewsbury & Shropshire, along the trainlines from Hereford to Crewe, and from Shrewsbury to Aberystwyth.



## 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.

## ALL RATES

- Festival Sponsor - £15,000
- Stage Sponsor - from £3,500
- Artist Sponsor - from £500
- Festival Glasses - £5,000
- Drink Safety Caps - £1,500
- Festival Beer Mats - £1,000

### Media & PR Opportunities

(to the value of):

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

### Infrastructure

(to the value of):

- Waste - £1,500
- Toilets - £1,000
- Volunteers - £1,500
- Coffee Sponsor (St. Mary's Church - £1,000
- Water Sponsor - £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!