



SPONSORSHIP OPPORTUNITIES

SHROPSHIRE'S BIGGEST MUSIC FESTIVAL

8,000+ FESTIVAL ATTENDEES

**TENS OF THOUSANDS MORE IN THE TOWN
THROUGHOUT THE LOOPFEST WEEKEND**

**LOOPFEST DELIVERS A 29% UPLIFT IN
TOWN-CENTRE FOOTFALL, CREATING POWERFUL
VISIBILITY FOR SPONSOR BRANDS ACROSS
SHREWSBURY**

BE PART OF OUR BIGGEST YEAR YET
SCAN THE QR CODE BELOW OR VISIT
[LOOPFEST.CO.UK/SPONSORS](https://loopfest.co.uk/sponsors) TO VIEW FULL PACKAGES





WHY PARTNER WITH LOOPFEST?

In 2025, LOOPFEST broke footfall and sales records for the fourth consecutive year, attracting an additional 20,000+ visitors to the town centre over the early May Bank Holiday weekend.

From Friday 1st May to Sunday 3rd May 2026, the festival will host over 250 acts across 40 venues, spanning the entire Shrewsbury Town Centre including major venues such as The Quarry and Shrewsbury Castle.

Now a major cultural highlight in Shropshire, LOOPFEST is cherished for its grassroots ethos: celebrating both local and national talent, supporting independent businesses, and fostering an inclusive, community-driven atmosphere.

By partnering with LOOPFEST, you'll be aligning with a festival that champions accessibility in the arts, draws visitors from across the UK but heavily attended by local and regional audiences, and delivers an unforgettable experience for audiences of all ages.

Whether you're looking to increase brand visibility, engage a diverse audience, or support cultural vibrancy in Shropshire, LOOPFEST offers a unique and impactful platform to get involved.

Jamie
Founder, LOOPFEST

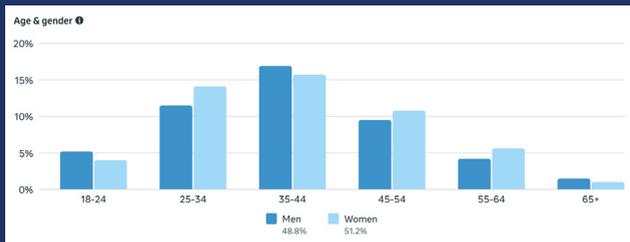
AUDIENCE DEMOGRAPHICS

AGE PROFILE

Core audience: 30–55

Secondary audience: 18–29 (younger discovery-focused attendees)

Family attendance on daytime programmes and community zones



AUDIENCE RADIUS

Over half of LOOPFEST's audience comes from Shropshire and the immediate surrounding area, with a further around 20% travelling from the West Midlands.

A further 12–14% attend from Cheshire, Merseyside and Greater Manchester, while approximately 6–7% travel from Mid Wales and Welsh border communities.

The remaining audience attends from elsewhere in the UK or internationally.



OPPORTUNITIES



PRESENTING PARTNER

£40,000

As Presenting Partner, your brand becomes inseparable from LOOPFEST - named across all festival communications and positioned at the heart of one of the UK's fastest-growing town-centre festivals. Your brand will feature across every major stage, including landmark sites such as Shrewsbury Castle, The Quarry, The Square and St Mary's Church, with high-impact LED screen presence throughout the weekend.

The partnership includes standout editorial placement on socials, alongside a featured profile on the festival website and app. On the ground, your brand will be visible at key audience touchpoints including main entrances, wristband exchanges and prime town-centre locations, supported by a month-long pre-event campaign spanning posters, social media, PR and press coverage.

Presenting Partners also benefit from on-site activation space at the festival's busiest locations, creating direct engagement with tens of thousands of attendees over the Bank Holiday weekend.

OPPORTUNITIES



FLAGSHIP STAGE SPONSOR

£15,000

As Flagship Stage Sponsor, your brand will be named partner of LOOPFEST's largest outdoor stage, hosting some of the festival's biggest crowds and headline performances across the weekend. Your brand will feature prominently on the Quarry LED wall and front-of-stage banner, supported by priority LED screen rotations delivering repeated, high-impact visibility.

The partnership includes standout editorial placement on digital channels including includes standout editorial placement on socials, sponsor listings across the LOOPFEST website and app. On-site, brand benefits from exclusive promotional or sampling space at The Quarry, plus branded flags positioned at key entrance points to capture audience flow before and after performances. Additional social media mentions during the festival help extend reach beyond the site, ensuring your brand remains visible both on the ground and online across the Bank Holiday weekend.

A high-visibility partnership built around scale, footfall and standout brand presence at the heart of the festival.

OPPORTUNITIES



PREMIUM STAGE SPONSORS

£10,000

As a Premium Stage Sponsor, your brand will take naming rights to one of LOOPFEST's most distinctive and high-profile venues, aligning your brand with a stage known for standout performances and strong audience engagement. Your branding will feature prominently on stage-facing assets, including LED screens at Shrewsbury Castle or venue banners at St Mary's Church and The Square, delivering consistent visibility throughout the weekend.

The partnership includes standout editorial placement on digital channels including includes standout editorial placement on socials, sponsor listings across the LOOPFEST website and app, and on-site banners or flags positioned around the venue. Additional social media mentions during the festival help extend reach beyond the site, ensuring your brand remains visible both on the ground and online across the Bank Holiday weekend.

A flexible, high-impact partnership combining strong cultural association with meaningful on-site and digital exposure.

OPPORTUNITIES



SECONDARY STAGE SPONSORS

FROM £3,000

Available venues include The Hive, Theatre Severn (Walker Theatre), Darwin Community Centre and more.

As a Secondary Stage Sponsor, your brand will take naming rights to one of LOOPFEST's community-focused venues, aligning your business with the grassroots heart of the festival. These stages are central to artist discovery and local engagement, attracting highly attentive audiences across the weekend.

Your brand will feature on stage banners and venue entrance signage, socials and listings across the LOOPFEST website and app. Each partnership also includes a venue-specific social media shoutout during the festival, helping connect your brand directly with audiences attending that stage.

A cost-effective partnership offering genuine cultural association, local visibility and direct support for emerging artists.

OPPORTUNITIES



EXPERIENCE SPONSORS

FROM £5,000

Experiential partnerships place your brand at the heart of how audiences spend time at LOOPFEST - creating moments of connection, downtime and shared experience beyond the main stages. From high-dwell attractions at The Quarry to premium guest environments, these partnerships are designed to deliver sustained visibility, repeat engagement and natural interaction with festivalgoers throughout the day and evening.

Opportunities range from branded core experiences, such as silent disco or recharge and chill-out spaces, to premium VIP zone partnerships and fully bespoke Signature Experiences developed in collaboration with the festival team. Each option offers meaningful integration in high-footfall locations, with the flexibility to tailor scale, tone and creative approach to your brand objectives.

Ideal for brands seeking deeper engagement, originality and a more immersive presence within one of the UK's most distinctive town-centre festivals.



FESTIVAL APP

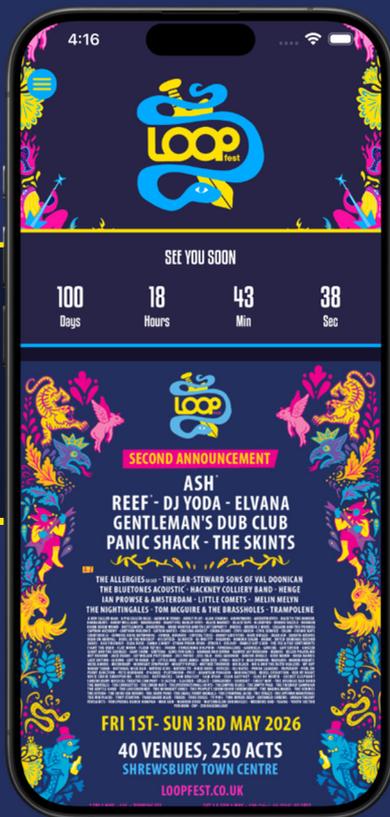
iOS

Available now



ANDROID

Available now



LOOPFEST.CO.UK/APP



OPPORTUNITIES



FESTIVAL PROGRAMME

FROM £150

Printed 12,000 copies, distributed town-wide from late February and throughout the festival.

£400 full page · £200 half page · £150 quarter page.



LED SCREEN ADVERTISING

FROM £300

Castle & Quarry

Rotating ads shown between every artist within a 30-second loop.

£300 per screen
£500 both sites



FESTIVAL FLAGS

FROM £500

Large branded flags positioned across festival sites. Production included.

£500 per flag
£1,350 for three flags

OPPORTUNITIES



FENCE BRANDING

FROM £300

High-visibility branding on crowd-line fencing around the Quarry site. Panels prioritised in high-footfall areas (final placement subject to site layout).

£300 per panel (1-9) - £275 per panel (10-19) - £250 per panel (20+)



iOS

Available now



ANDROID

Available now



MOBILE APP ADVERTISING

FROM £500

Targeted digital exposure via the official LOOPFEST app.

£3,000 splash screen
£500-£1,000 in-app banners
£500-£750 per push notification



SPONSORED SOCIAL POSTS

FROM £250

Sponsored posts across LOOPFEST social channels.

£250-£500 per post
£3,000 bundle of 10 posts

OPPORTUNITIES



ACCREDITATION SPONSOR

FROM £1,500

Branding across official festival accreditation worn by artists, crew and volunteers throughout the weekend.

£1,500-£2,500



VOLUNTEER SPONSOR

£2,000

Logo placement on official volunteer T-shirts worn across all festival sites.

£2,000



FRINGE EVENT SPONSORS

FROM £2,000

Brand association with individual LOOPFEST fringe events and afterparties across town.

£2,000-£3,000 per event



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