

ROCK *the* BARN

28-29 JUL 2023

SPONSORSHIP OPPORTUNITIES



**HEREFORD
ROUNDTABLE**

FUNDRAISING FOR OUR COMMUNITY

Thank you for your interest in sponsorship opportunities at Rock The Barn 2023 - building on the successes of our four previous festivals. With a sell-out crowd, 2022 was our busiest yet, and this year will continue to expand the festival with more capacity and even more fun!

We bring together some of the counties finest bands, local food and drink vendors and family activities at Lower Chilstone Farm in Madley.

Unlike other festivals, this is first and foremost a charitable fundraising event.

Organised by Hereford Round Table, our profits are distributed to communities across the county through a grants scheme. We are extremely proud to have donated over £1 million to incredible local causes over the past 40 years, all down to events like this.

Recognising the financial challenges faced by many, we want to make the event accessible to the whole community. We keep ticket prices affordable and give free access for under 13's.

For this reason, sponsorship by generous local businesses is absolutely crucial to allow the event to continue, and to ensure we can continue providing grants to communities across Herefordshire.



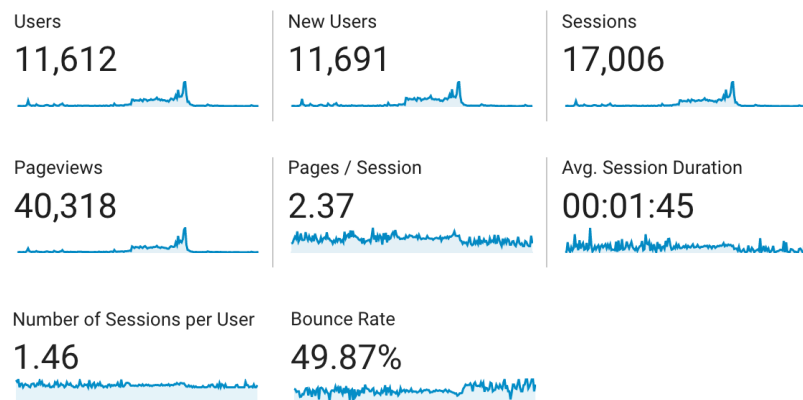


EXPOSURE FOR YOUR BUSINESS

In 2022 we sold out for the first time, demonstrating how our fanbase is growing year-on-year. The waiting list was enormous for 2023 and we sold over 50% of last years total sales in 48 hours. With increased capacity,

1,586 TICKETS ISSUED IN 2022

WEBSITE STATS - MARCH TO SEPT 2022



EMAIL DATABASE

1,565
SUBSCRIBERS

77%
OPEN RATE

exciting new parts to the festival, and our first household-name headliner, we're expecting a very successful festival in 2023!

Growing our online following and on-site attendance means even greater opportunities for your sponsorship to be seen by the public.

We are always looking for ways to deliver added value for our generous sponsors, and welcome creative conversations around brand partnerships beyond those listed in this pack.

SOCIAL MEDIA CHANNELS, 2022

90.5K REACH

76K IMPRESSIONS

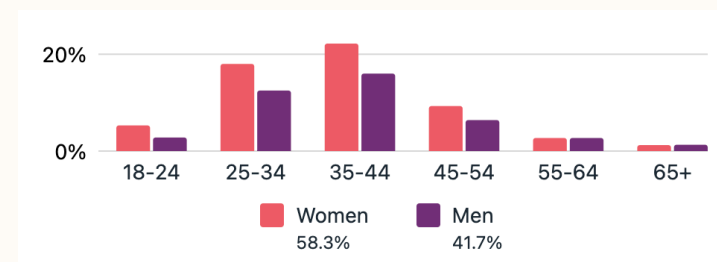
2.4K LINK CLICKS

836 COMMENTS

323 SHARES

406 REACTIONS

8.3K VIDEO VIEWS





HEADLINE & MAIN STAGE SPONSOR	£2,500
BAR SPONSOR	£1,500
ORCHARD STAGE SPONSOR	£1,500
JUNGLE BARN SPONSOR	£1,000
KIDS ZONE SPONSOR	£1,000
FRIENDS OF RTB	£150



HEADLINE & MAIN STAGE SPONSOR



Our marketing campaigns run across multiple channels, from roadside banners to video, social media and print. We also have PR opportunities lined up with both local and national media outlets.

With a captive audience we will work with you to ensure your brand is front and centre across the festival site, with prominent positions on the main stage area.

We will also ensure that the audience are fully aware of your support before, during and after the event. Hands down, the top-level sponsorship opportunity with top-level incentives.

- YOUR LOGO ON SIGNAGE AROUND MAIN STAGE & THE FESTIVAL SITE, ROAD & MAIN GATES
- YOUR LOGO ON ALL PROMOTIONAL MATERIAL
- 10 WEEKEND TICKETS INCLUDING CAMPING
- FULL PAGE ADVERT IN EVENT PROGRAMME
- REGULAR SHOUT-OUTS ON STAGE & SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE AND PROGRAMME
- LOGO ON EVERY PAGE OF OUR WEBSITE

£2,500

BAR SPONSOR

On a hot day in July our festival goers like nothing better than a cold drink freshly served in our dedicated Bar Barn.

The huge space is a popular area of the festival site, with lots of seating, raised tables and a full length bar serving pints on tap, cocktails and soft drinks.

Help keep the party going by keeping the libations flowing. Your brand will be on show on the outside of the bar as well as in prominent locations inside.

This is a very popular sponsorship opportunity, so snap it up fast!

- YOUR LOGO ON SIGNAGE OUTSIDE & INSIDE THE BAR
- YOUR LOGO ON THE BAR MENUS
- 8 TICKETS FOR THE DAY
- FULL PAGE ADVERT IN EVENT PROGRAMME
- REGULAR SHOUT-OUTS ON STAGE & SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE AND PROGRAMME
- LOGO ON EVERY PAGE OF OUR WEBSITE

£1,500



NEW FOR 2023

ORCHARD STAGE SPONSOR

As the festival numbers continue to expand, we are opening a brand new area for 2023 - The Orchard.

A natural extension of the festival site, the beautiful orchard will attract visitors with it's own stage and activities. Our Orchard Stage is a step up from the much loved acoustic stage of previous years, featuring a new sound and lighting rig. With a full set over the two days, the line up focuses on showcasing incredible local talent.

As the stage sponsor, your brand will have a prominent position on the way into the Orchard as well as alongside the stage itself.

- YOUR LOGO ON SIGNAGE AROUND THE ORCHARD STAGE
- 5 DAY TICKETS
- FULL PAGE ADVERT IN EVENT PROGRAMME
- REGULAR SHOUT-OUTS ON STAGE & SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE AND PROGRAMME
- LOGO ON EVERY PAGE OF OUR WEBSITE

£1,500



Pictures for illustrative purposes - it's a brand new stage!

NEW FOR 2023

THE JUNGLE BARN SPONSOR

Another new addition for 2023, the barn which used to hold our Acoustic Stage is now becoming 'The Jungle Barn' - our jungle-themed dance space. Silent disco by day, and the home of our late night DJ's after the headliners finish the Main Stage.

In the centre of the festival site, this will no doubt be a popular place for younger visitors in the daytime, with two DJ channels playing different styles of dance. And after the headliners finish the Main Stage, it's all eyes on the Jungle Barn. Situated right next to the Bar Barn, this is the place to be into the early hours.

As the stage sponsor, your brand will have a prominent position on the outside of the barn, for all to see!

- YOUR LOGO ON SIGNAGE AROUND THE DANCE BARN
- 5 DAY TICKETS
- FULL PAGE ADVERT IN EVENT PROGRAMME
- REGULAR SHOUT-OUTS ON STAGE & SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE AND PROGRAMME
- LOGO ON EVERY PAGE OF OUR WEBSITE

£1,000



Pictures for illustrative purposes - it's a brand new stage!

KIDS ZONE SPONSOR



We are a family friendly festival with under 13's getting free entry, and we want to make sure everybody has a great day. Our kids zone has had brilliant feedback over the past two festivals, and we're building on this in 2023.

The area includes a variety of inflatables, slides and a 5-a-side football pitch. We even have a bouncy castle for big kids to enjoy, too! In addition, our new Kids Tent features face painting, guided activities and shows.

Everything is appropriately sourced and risk assessed to ensure the safety and enjoyment of our festival goers.

- YOUR SIGNAGE AROUND THE KIDS TENT
- 4 TICKETS FOR THE DAY
- HALF PAGE ADVERT IN EVENT PROGRAMME
- REGULAR SHOUT-OUTS ON STAGE & SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE
- LOGO ON EVERY PAGE OF OUR WEBSITE

£1,000

FRIENDS OF RTB

Becoming a friend of Rock The Barn, you will be supporting amazing causes and community projects across Herefordshire.

We will also ensure your brand receives coverage on our website, social media channels and in the printed programme on the day.

In addition to promotional exposure, you get two tickets to come and enjoy the festival for yourself or gifted to friends or colleagues.

- 2 TICKETS FOR THE DAY
- LOGO IN EVENT PROGRAMME
- SHOUT-OUTS ON SOCIAL MEDIA
- LOGO AND PROFILE ON OUR WEBSITE

£150





ROCK BARN

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