



**Stockwood Park**

**Saturday 8<sup>th</sup> August 2015**

# **Event Sponsorship Proposal**



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## About the Organisation

- Company founded by 4 friends sharing a passion for music and live performance
- 2 of whom won a competition to DJ at a music festival in Croatia which was the firing pistol that set in motion FNB Events
- Our primary focus is helping local talent fulfil their potential and support their development
- Giving young DJ's the opportunity to play with some of the biggest DJ's in the world to inspire and assist in honing their craft
- We are dedicated to provide exciting underground music events set in innovative venues to create unique music experiences



## Event Background

This event is a House music event, with the main venue being held in an inflatable igloo tent. This will be the first year the event is held, however we hope to hold similar annual events building upon the success of our maiden event.

The idea came from attending many House Music nights, in Luton, London and all across Europe. We felt that the various nights being held in Luton were too similar and decided we need to bring something new and exciting to the underground music scene by providing the town with an alternative venue to the regular spots in the town centre, and running the event much like a one day festival, creating a completely unique experience to Luton.

The overall aim of the event is to stamp our mark on the town showcasing what FNB represent by offering the best House Music nights possible giving something back to the Town we grew up in and the rich vibrant community we are part of.

## Event Outline

Event name: FNB Events Presents: The Igloo

Location: Stockwood Park, Luton

Date: Saturday 8<sup>th</sup> August 2015

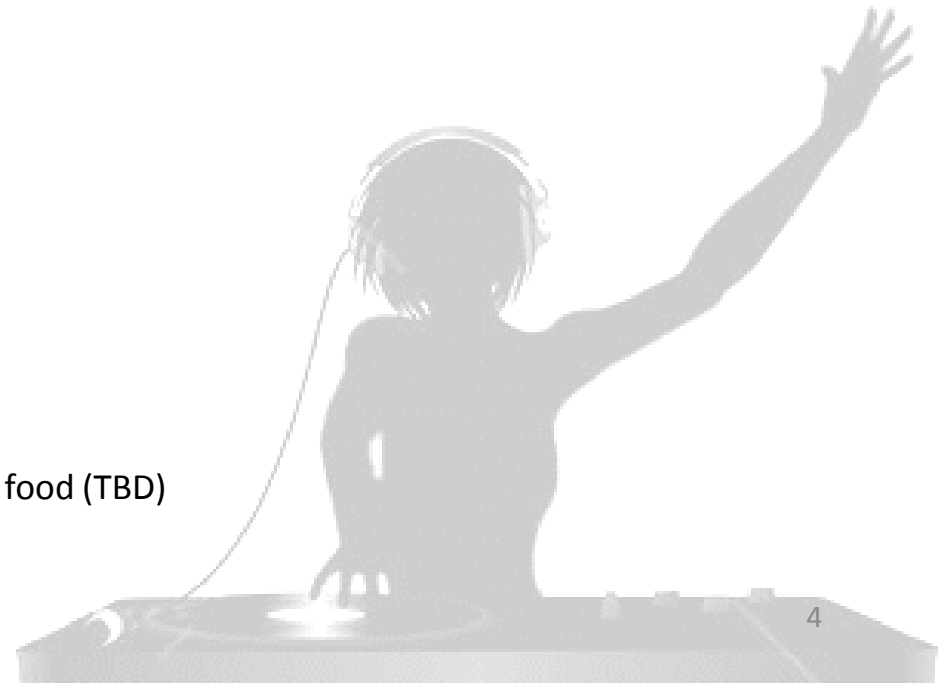
Time: 12 noon – 10pm (After Party 10pm – 5am)

Capacity: The Igloo - 300, After Party – TBD

Music: Deep and Tech House

Age Restrictions: Strictly Over 18s

Facilities: Music venue, bar, smoking area, seating, toilets, food (TBD)



## Event Objectives

- Completely sell out all tickets before the event, meaning the event will be at full capacity
- Reach our profit target from ticket sales and bar sales
- Gain positive feedback from online feedback forms we will be supplying
- Increased website traffic and an increase in social media interaction
- Ensure we are left in good stead to hold our next event (hopefully in the winter!)

## Event Organisers

The organisers of the event are 4 friends who wanted to take their love of DJ'ing and house music to the next level to help provide the town we love with a unique musical experience. We want to ensure the town continues to produce talented DJ's, providing a platform for them to perform alongside the biggest names in the industry. We together run FNB events which is now a limited company. Between the 4 of us we split the roles required to run the business, having regular meetings to outline targets, assign tasks and ensure projects are progressing as planned.



## Target Audience – At The Event

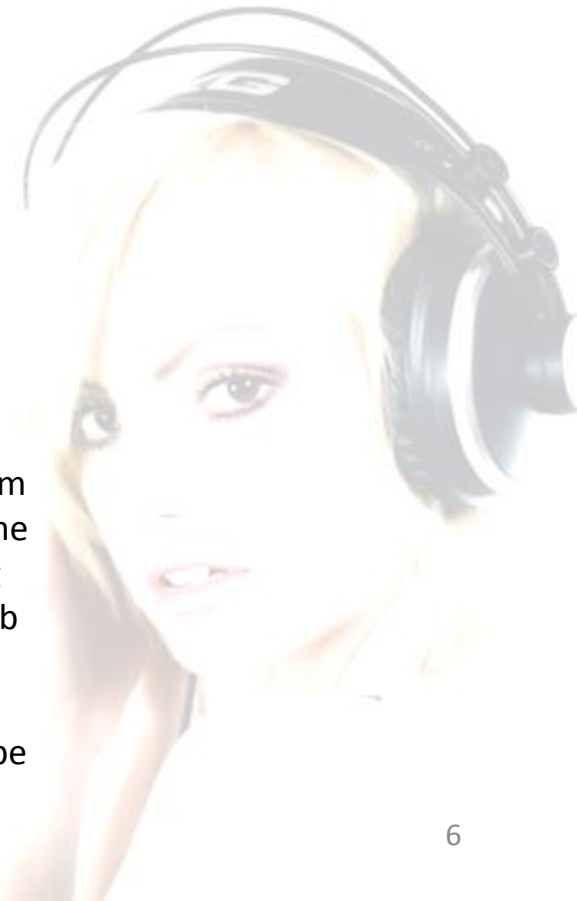
Although the event itself will be limited to 300 party goers, the perimeter fence of the event will have banners and posters, with advertising space for sponsors, meaning passers-by and local residents will also have exposure to our promotional material. The majority of attendees will be young adults, under the age of 30, but the event will be a strict over 18's only event. They will be fans of music, more specifically underground music such as House, and many will keep up with current fashion and trends of young adults. Most of the attendees will be regular party goers who attend similar events in Luton and slightly further afield such as London.

## Target Audience – Before The Event

The promotional plan we shall be putting in place will be aiming to reach a wider and varied audience. Although the material will be aimed at targeting young adults who like to party and listen to underground music, people not fitting into this category will still inevitably be exposed to our promotions. This will therefore add wider advertising opportunities for sponsors, by reaching an audience beyond the demographic of a House Music event and tapping into alternative audiences. Association with a small scale up and coming event, who's main focus is to aid and support young, up and coming talent will promote an excellent image for any sponsors involved, showing they care about the future of young people.

## Target Audience – After Party

In addition, the event will be run alongside some well-established events groups from around Luton, such as Insanity, Lemon and Taste the Punch. This therefore gives some further exposure to similar audiences through the support of these groups, allowing us to tap into the large following. An official after party will also be arranged at a club in the town centre working closely with Insanity events to run this part of the event, but also opening up a new area and a larger audience for advertising purposes. The after party will not be restricted to attendees of the day event, therefore there will be new exposure for promotional material and advertising.



## Sponsorship Packages

The Sponsorship packages we offer in this document are simply a starting point for discussions, to give you some idea of what we have to offer you. We look forward to hearing from you to discuss how we can customise these packages to most effectively meet your individual needs.

Platinum Level Sponsorship (Main Sponsor)	
Sponsorship amount	Sponsorship Benefits
£2000+	Large company logo featured in head line spot on promotional posters on lead up to event
	Large company logo featured in head line spot on promotional banners on lead up to event
	Large company logo featured in head line spot on promotional flyers on lead up to event
	Company logo featured on FNB Events website home page and sponsorship page as head sponsor
	Large company logo featured on social media advertising for FNB Events and the event itself
	Large company logo featured in head line spot on promotional material at the event, such as posters and banners
	Opportunity to name the event, to include company name if desired
	If the company can supply a service or product to the event, they have service/product exclusivity
	Organisers and bar staff will be wearing an FNB events uniform, with advertising space on the front for Platinum sponsor
	5 Free tickets to the event (if required)
	Naming rights and sponsorship of DJ competition to allow a young and budding local DJ the opportunity to win a DJ slot at the event
	Company logo on promotional material for Official After Party (10pm – 5am) in town centre and at the event (run alongside Insanity Events)
Full year sponsorship (2, 3 or 5 year can be arranged) and association with FNB events to be carried on to future events and any future promotion carried out under the FNB events label	



## Sponsorship Packages (contd...)

Gold Level Sponsorship	
Sponsorship amount	Sponsorship Benefits
£1000 - £2000	Large company logo featured on promotional posters on lead up to event
	Large company logo featured on promotional banners on lead up to event
	Large company logo featured on promotional flyers on lead up to event
	Company logo featured on FNB Events website home page and sponsorship page
	Large company logo featured on social media advertising for FNB Events and the event itself
	Large company logo featured on promotional material at the event, such as posters and banners
	Opportunity to name the bar with prominent advertising on banners and signage on and around the bar
	If the company can supply a service or product to the event, they have service/product exclusivity
	Organisers and bar staff will be wearing an FNB events uniform, with advertising space on the back for Gold sponsors
	Company logo on promotional material for Official After Party (10pm – 5am) in town centre and at the event (run alongside Insanity Events)
	4 Free tickets to the event if required
Full year sponsorship (2, 3 or 5 year can be arranged) and association with FNB events to be carried on to future events and any future promotion carried out under the FNB events label	

Silver	
Sponsorship amount	Sponsorship Benefits
£500 - £1000	Company logo featured on promotional posters on lead up to event
	Company logo featured on promotional banners on lead up to event
	Company logo featured on promotional flyers on lead up to event
	Company logo featured on FNB Events website sponsorship page
	Company logo featured on social media advertising for FNB Events and the event itself
	Small company logo featured on promotional material at the event, such as posters and banners
	3 Free tickets to the event if required





## Sponsorship Packages (contd...)

Bronze	
Sponsorship amount	Sponsorship Benefits
Up to £500	Company name featured on promotional posters on lead up to event
	Company name featured on promotional banners on lead up to event
	Company name featured on promotional flyers on lead up to event
	Company name featured on FNB Events website sponsorship page
	Company name featured on social media advertising for FNB Events and the event itself
	2 Free tickets to the event if required

### 'In Kind' Sponsorship

If you feel your company could offer us a service or product as opposed to a financial contribution, please get in touch, and we can discuss some corresponding sponsor benefits in exchange for your support and generosity. Some examples of services we require are tables/chairs/seating for smoking area, fencing, toilets, transportation from the site to the after party in the town centre, and accommodation for DJ's to name but a few.

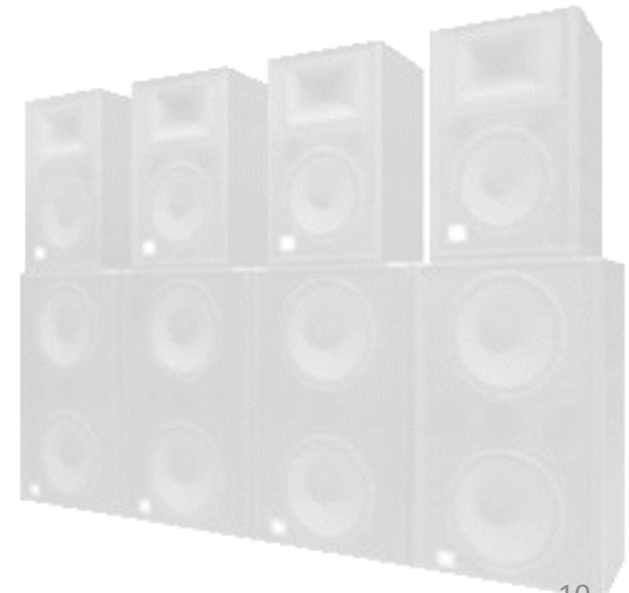


## Benefits of Sponsors

- Captive audience of 300 young adults for up to 10 hours, with widespread advertising opportunities throughout via posters, banners and staff uniform.
- A secondary audience of up to 300 people for a further 7 hours at the official after party at a nightclub in Luton town centre
- A large amount of advertising space on posters, banners and flyers leading up to the event, spread all across Luton, reaching a large and varied audience.
- Further advertising space on social media sites related to the event and the official FNB Events website
- Opportunity for your company to name and sponsor the Igloo Arena and The Bar
- Opportunity for your company to name and sponsor the DJ Competition being run, to give a young up and coming local DJ the chance to play at the event
- For your company to show great support for the young talent of Luton and Bedfordshire, helping shape the future stars
- Chance to be associated with us as FNB Events sponsor for a full year (or longer), benefiting from advertising at all future FNB Events and all promotional material related to them
- Your product to appear exclusively at the event, where applicable

## Media Coverage

While no media coverage has been arranged of yet, our greatest efforts will be made to get local radio, newspapers and magazines involved in the event to help push promotion to a wider audience. A large amount of promotion, and therefore advertisement, will be carried out through various social media outlets such as Facebook, Twitter and SoundCloud.



## Measuring Success

In order for the event to be deemed a success, we feel it needs to be a sell-out, ensuring the event will be catering for the full 300 capacity, also ensuring advertising will be reaching the maximum number of people possible while at the event. Whilst our primary motivation for this event cannot be quantified monetarily, we are fully aware that the buck stops at the bucks. To that end, we aim to generate a healthy profit to be reinvested into future FNB events in the town, throughout the remainder of the year. We also aim to make this event a permanent fixture in Luton's Calendar making it bigger and better each year. As we will forever be pushing to make our events better, and cater for what our guests want, we will be supplying online feedback forms, to help gauge how they feel the event went and what improvements could be made. An incentive will be given, such a prize draw for all those who supply feedback, to try and increase the amount of feedback we receive. Increased followers and support via our social media will also be a sign of success.

## What your Sponsorship will do for us

Your sponsorship and support will help us reach our target of £5000. Upon planning the event and outlining expenditure incurred from holding such an event, we have calculated the amount of money required to make this event a reality. With our very limited personal investment into the company, we will be relying on your generosity and support to get us to our target. The event outline and budget has been done in such a way that that ticket sales and potential profit from the bar will cover our costs, and provide some investable profit, however there are a lot of upfront costs that need to be paid for in order to hold such an event which is where our Sponsors will play their part.

Sponsorship will also help us to provide additional support to our competition winner and other local DJ's set to be on the bill. We would also like to be able to drop the ticket prices we have currently set, as they are set quite high in order to cover large expenses such as venue and land hire, noise consultants, security for the event and facilities such as toilets, bins and fencing. The remainder of sponsorship money will be put towards extensive promotion and advertising





## DJ's on the day

Joyce Muniz (Exploited/2020 Vision) – We are excited to announce we have secured the services of Joyce Muniz to sub-headline the event. Joyce is an extremely talented Brazilian DJ, vocalist and producer based in Vienna. Muniz has featured in the top 10 on beat port charts a number of times last year and is set to take this year by storm. Muniz currently boasts nearly 2000 followers on Twitter, nearly 5000 on Facebook and over 14,000 on Soundcloud.

Jake Beach (FNB) – Jake Beach burst on to the scene in 2013 making his live debut at Love System Festival in Croatia alongside some of the worlds most established names in house music. Jake continued in his ascent into the world of house music both hosting and starring at events in his native Luton. Having established himself on the local scene, Beach began expanding his horizons playing at some of London's top clubs including Ministry of Sound, Pacha and Egg. Jake is continually looking for ways to grow as an artist and has currently sought to expand his horizons by moving to Amsterdam. Expect big things from Jake Beach in 2015 as he prepares to release his own EP's.

Jack Bounce (FNB) – In 2013 Jack Bounce burst onto the scene after winning the Love System Festival DJ competition, leading to a set in Croatia as one half of the acclaimed Beach&Bounce. Since then, his continuously slick mixing has gained him a steadfast following on SoundCloud, with fans also eager to hear his upcoming venture as a producer. He also co-hosts his own nights which have been very well received by the townsfolk of Luton

TheGrandSchemes (FNB) – After a successful year playing venues in Luton and London, most notably Ministry of Sound, supporting house legend and personal favourite Kerri Chandler, expect to see TheGrandSchemes on plenty of upcoming bills this year. After the success of his first track "On Ice", Schemes is currently working on his latest EP expected out later this year which after exclusive previews, we at FNB Events are very much looking forward to already. We are proud to announce his co-owned ever growing YouTube music channel as our first sponsor.

Headline Act – we are currently in talks with a number of high profile DJ's to headline the event.

Local DJ's – talks are being held with a number of other events groups in Luton, such as Insanity, Taste the Punch and Lemon to help secure some of their regular local DJ's to play the event

Competition Winner – an opportunity for an unheard local DJ to win a chance to play and open the event



## Summary

- 300 capacity House Music Event being held in Luton, housed inside an inflatable Igloo Tent from 12 noon to 10pm
- Official after party to be held in the town centre from 10pm until 5am
- Varying levels of sponsorship available, including a large number of advertising opportunities in the lead up to the event, at the event and at the official after party
- Customised sponsorship packages available, as well as 'In Kind' sponsorship welcomed
- Opportunity to sponsor DJ competition, giving a new DJ the chance to play at the event
- Opportunity to name and sponsor the event, and to name and sponsor the bar
- Full year, 2 year, 3 year or 5 year sponsorship packages available upon request
- Varying audiences for advertisement at both the event and the official event, as well as widespread promotion and advertisement across Luton on the lead up to the event
- Social media advertising also included within sponsorship packages

Thank you for taking the time to read our Sponsorship Proposal. Please do get in contact with us if you feel you can benefit from any of the sponsorship packages we have on offer, or if you feel there is anything in particular you can offer us. We look forward to hearing from you.





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