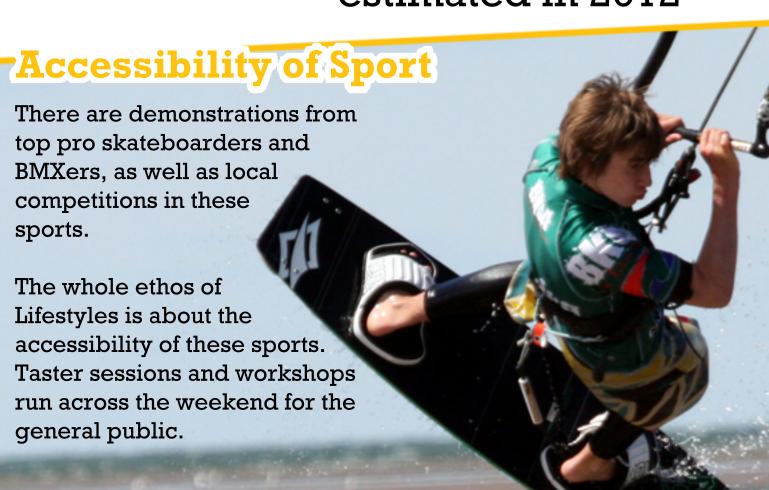


"12,000 spectators"

estimated in 2012



Tasty Promotion Opportunities

Coverage Packages

Display BannersMultiple banners are available across the weekend at key

points on the site. Locations include above the BMX display and at the live music stage. Banner placement will be allocated on a first come, first served basis. Banner size availability is 0.90m x 3.70m. The total cost is £300.00 for 3 banners.

Advertise in the Lifestyles Programme The programme will be essential in providing visitors with information regarding the weekend's events. You will receive a

full page advert in a prominent position highlighting your products to the weekend's audience. The cost for a full page advert is £500.00.

A Banner on the Lifestyle Website

You can change the banners across the period at *no extra cost* and there is also the **option to have a button** on Lifestyles social networking sites. The cost for a banner is £500,00.

social networking sites. The cost for a banner is £500.00.

Exhibition Space There is an opportunity for an exhibition space across the weekend in a prominent position at the festival. The space

weekend in a **prominent position** at the festival. The spaces are approximately $15 \times 5m$ in dimension. The total cost is £600.00 for 3 days.

Your logo on all Leaflets and Posters There will be 15,000 Lifestyles leaflets and 5,000 posters

which will be distributed across the east region. Venues include tourist information centres, retail outlets, and sports venues. This package will help to **raise your brand awareness** both on the weekend and during the lead up to the event. The total cost is £1,000.00.

Sponsor the Main Sports Arena The Street Sports Arena attracts the most spectators during the day hosting events such as street dance, skateboarding, BMX, inline

Big Impact Packages

this area. This would include branding of skate ramps, and displaying banners and flags etc on the fencing surrounding the different sections within the Street Sports Arena. The arena would become known as the '(your brand) Street Sports Arena.' Total Cost £2,500.00.

Sponsor the Main Stage

At Lifestyles the area that attracts the most spectators during the

skating and Parkour. You could have exclusive association with

evening is the Main Stage. This hosts an array of live music performances, including signed and up and coming unsigned acts. The dome stage itself is visually spectacular and offers **plentiful**

opportunity for promotion of your brand. It can be seen from a considerable distance along the seafront in Hunstanton and creates a focal point for the festival during the evening. The Main Stage would become known as the '(your brand) Stage.'

Total Cost £2,500.00.

As headline sponsor you will receive **all** of the above promotion. You will be **associated with**

Headline Sponsorship

all event promotion and material.

Your brand name will be associated with the event at all times. For example, the '(your brand)

Lifestyles Extreme Sports and Culture

Festival.' This package will also include radio coverage, branded staff t-shirts, branding on prize giving backdrops. This package is the ultimate way to maximise your brand awareness through the Lifestyles Festival. Total cost £10,000.00

