

RHYTHMS OF THE WORLD

MUSIC FROM AROUND THE WORLD AND ROUND THE CORNER

Sponsorship & Advertising

2015



Rhythms of the World is a registered Charity No 1090835

Rhythms of the World Ltd, 1A Bearton Green, Hitchin SG5 1UN. Company Registered in England & Wales No 4101158

All prices are subject to VAT



Introduction

Rhythms of the World is one of the best value - and best loved - festivals in the UK. Winner of *Songlines Magazine* Top 10 UK Summer Festivals in 2012, alongside the likes of WOMAD and Latitude Festivals, Rhythms of the World (ROTW) attracts up to 30,000 people and 125 acts across two days. First held in the beautiful market town of Hitchin, Hertfordshire in 1992, we now have a long-established reputation for being a professionally-run festival which is accessible to everyone. Managed by volunteers, ROTW holds its own against the high-ticket, commercial events which are organised by a host of salaried staff.



There are three very good reasons that your company should be involved with **Rhythms of the World 2015**:

1. Brand awareness.

You can get your brand in front of up to 30,000 people from across the region over the festival weekend and tens of thousands more from around the World through a strong online partnership.

2. Corporate Social Responsibility.

All companies are expected to support good causes and, as a registered charity, your customers and staff will see you are supporting a cause which is at the heart of the community. This includes supporting our Outreach Programme.

3. Low ticket price.

Your support means we can keep the festival ticket price as low as possible which maintains our core 'accessible to all' ethos.

We are proud of our community roots and hope your company will support us in 2015 to welcome some of the best performers from around the World around round the corner to Hertfordshire.



OP!

OLIVER POOLEY
PHOTOGRAPHY





About Rhythms of the World

For **festival goers**, Rhythms of the World is an unforgettable weekend of music, dance, food and art from around the World and round the corner. With six stages, a Family Area, a Community Arts arena and an Holistic Garden, there is something to tantalise everyone – regardless of their age, interests or musical tastes.

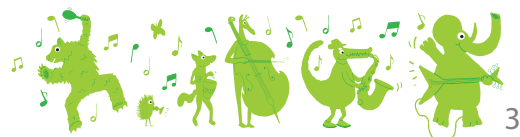
For **performers**, Rhythms of the World is an unusual opportunity for up-and-coming artists to perform alongside more established performers. We host 125 acts across six magnificent stages; past performers have included jazz impresario Courtney Pine, rock legends The Damned and Mercury Prize winner Speech Debelle.

For **traders**, Rhythms of the World is an excellent opportunity to showcase their products to an audience which travels from far and wide. Whether it's world cuisine or bubble machines, this is a business opportunity right in the heart of the beautiful market town of Hitchin.

For **advertisers and sponsors**, Rhythms of the World is an opportunity to increase awareness of their brand to an audience of up to 30,000 people. With a wide range of ages attending the festival, there are opportunities to expose your brand to the whole audience or target specific sectors through our Family Area, stage sponsorship or Community Arts arena.

Facts about ROTW:

- 29% of festival-goers visit from outside the immediate area (Hitchin, Stevenage, Letchworth, Luton and the surrounding villages)
- 56% are female, 46% are male
- 32% have never attended ROTW before; 37% have been at least 5 times before
- 30% of attendees are under 18
- 43% have a household income of £50k+



Why sponsor Rhythms of the World?

Rhythms of the World is a registered charity (number 1090835) with the following objectives:

- To provide an opportunity for people to engage in community activity
- To provide a bridge of common interest and meaningful interchange between different age, race, ability and economic groups
- To provide a stimulus to the arts in the region
- To provide an outlet for the energies of young people
- To educate
- To promote North Hertfordshire as a cultural and commercial centre.

We achieve these objectives by hosting our annual festival and by running the **Rhythms of the World Outreach Programme**.

The majority of our income is derived from ticket sales but, as a registered charity, we aim to keep the ticket price as low as possible to ensure the festival remains accessible to all. Sponsorship, advertising, trading and grants enable us to achieve this. Any profits that we make are invested back into the following year's festival and running our Outreach Programme. We have no shareholders or salaried staff, so by getting involved with Rhythms of the World, you can be sure your money is supporting the very heart of the community - communities where your staff and customers live and work.

The **Rhythms of the World Outreach Programme** aims to take the ethos and energy of the festival out to community groups that might not otherwise consider experiencing the festival. These include the elderly, children and young people and people with disabilities and special needs.

In July 2014 we hosted a range of music workshops in various community settings across Hitchin. Thanks to the support of duo The Absentees, we delivered five weekly music workshops at Minsden Care Home and also organised a performance at Greenside School in Stevenage, a special school for two to 19 year olds. This was a fantastic opportunity for people who might not have thought about attending the festival to interact with festival performers in an intimate setting. We also facilitated a training session for local musicians which supported them to make music for, and with, older people with dementia. All elements of the 2014 Outreach Programme received really positive feedback and showed both performers and audience members how music can be used to teach new skills and unite communities.

The programme is only made possible thanks to the support of our advertisers, sponsors, traders and grantees.





ROTW
2014

design
PRINT

TEL: 01462 47294
www.designprint.co.uk

ROTW
2014

design
PRINT

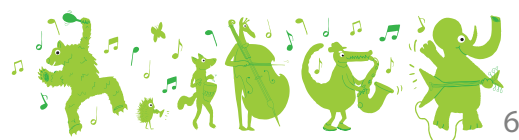
TEL: 01462 47294
www.designprint.co.uk

Event sponsorship

We have a number of opportunities for your company to invest in Rhythms of the World 2015 and have your brand associated with a high quality music, dance and art event.

Sponsorship Benefits	Gold	Silver	Bronze
Pre-festival			
Your logo on the sponsors page of www.rotw.org.uk plus a link to your website	✓	✓	✓
Your logo in the festival programme	✓	✓	✓
Your logo on The Comet wrap distributed directly to over 18,000 homes three weeks prior to the event	✓	✓	
Your logo on the homepage of www.rotw.org.uk (over 50,000 unique hits per annum) plus a link to your website	✓		
Announcement of your support on our Facebook (8,100 followers) and Twitter pages (4,275 followers)	✓	✓	
Press release announcing your support	✓	✓	
Your logo included on our monthly e-newsletter template (over 2,100 signs ups)	✓	✓	
Article in our e-newsletter	✓	✓	
Discount on advertising in the festival programme	25%	20%	10%
Volunteering opportunities for your staff	✓	✓	✓
Opportunity to purchase additional VIP weekend passes at £25 each	✓	✓	✓

Festival Weekend			
Your logo on sponsors flags around the festival site	✓	✓	
Your banner displayed in a prominent location on the festival site	✓		
On stage announcements throughout the weekend highlighting your generous support	✓		
VIP weekend passes which allow access to Hitchin Priory and unlimited access on and off site	10	5	2
	£3,500	£1,750	£400



Specific sponsorship opportunities

Sponsor a Stage: £5,000-£10,000

- **Main Stage** is home to the bigger and more established acts from around the World - as well as some treats from round the corner. As the name suggests, this is the stage which draws the biggest crowds.
- **Icehouse Stage.** This is the stage which celebrates and showcases young talent – both on the stage and behind the scenes, as young people are involved in every aspect of its production and performances.
- **Priory Park Stage** is our DJ stage hosted by ROTW stalwarts, the Blunt Beats Crew, and special guests throughout the weekend. A perfect place to chill on the hill and hear the back-to-back mix sessions.
- **Arcadectlectic Stage** shuns the commercial and is the place to sample a taste of the wonderful and the strange. With a line-up of poets, musicians and entertainment from left-of-centre, this popular stage always gets people talking.
- **St Mary's Stage** is hosted by Reverend Michael Roden, who brings the pews from his local church to give people a place to rest! This stage is host to a wildly eclectic mix of music and a bit of debate...and even the church service on Sunday morning.

These packages include all the benefits of Gold sponsorship plus:

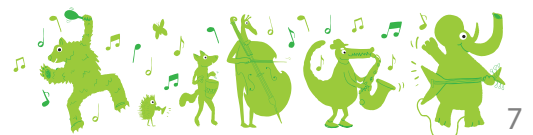
- naming rights e.g. Main Stage sponsored by ABC Company, included on our website, in the programme and in all other relevant marketing materials
- on/side of stage branding
- backstage access

Sponsor an Area: £2,000

- **Family Area.** This is a special place full of things for youngsters to discover and do. The Wild West theme promises to provide plenty of fun and inspiration. Explore beyond the old-style ranch entrance, drop in for a cowboy music workshop and take part in our fancy dress competition.
- **Community Arts.** Rhythms of the World isn't just about music and the Community Arts Arena, including the Aerosol Wall and Art Park, attracts both admirers and participants.
- **The Garden.** This is an area to relax and reflect away from the buzz of the festival whilst only a few steps away. Enjoy a gentle massage or wind your way through the garden path to see where it leads.

These packages include all the benefits of Bronze sponsorship plus:

- naming rights e.g. Family Area sponsored by ABC Company, included on our website, in the programme and in all other relevant marketing materials
- branding within the relevant area





Sponsor a Performer: £500-£5,000

Perfect for a company that wishes to showcase a performer or have their name associated with an up-and-coming talent. Your company name will be listed in the festival programme and on our website alongside the artist's name. Your support will be announced from the stage before they perform and you will have the opportunity to see their performance from side of stage and meet them before/afterwards.

Lanyards: £1,500

Worn prominently throughout the festival weekend by all volunteers, performers and traders. Often kept as a festival memento. Quantity: up to 3,000.

Wristbands: £4,000

Worn by everyone on site – ticket holders, volunteers, performers and traders. Quantity: up to 30,000.

Volunteer T shirts: £2,500

ROTW's volunteers are proud and passionate and their T shirts can be seen across the festival site. Quantity: up to 3,000.

Product sampling: from £1,000

Hosted on an enclosed site, ROTW provides an excellent opportunity to distribute free samples and test consumer feedback.

Display your company's advertising boards/banners: from £500

There is lots to see and do at Rhythms of the World and people frequently move around the site to sample the different stages and areas. Discount available for multiple boards/banners.





Advertising

The Rhythms of the World programme is the essential guide to the festival weekend. Many festival-goers purchase it several weeks in advance in order to plan their weekend of entertainment; others purchase it on the day so they read about the eclectic mix of acts as they experience them. We know programmes are shared between friends and family members, therefore maximising the opportunities to see. All programmes sold out in 2014.

Where possible, we advise advertisers to use their advert as a discount voucher. This will give you an opportunity to measure the impact of the advert over the festival weekend (if you also take a trading stall) or in the weeks following the festival.

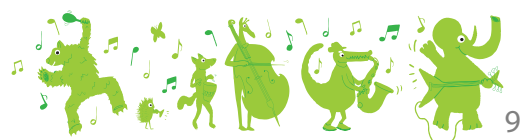
Rates for advertisements in the 2015 A5 programme are as follows:

Full Page £300
Inside Cover £350
Outside Back Cover £400

Half Page £175

Right hand pages can be guaranteed for an additional 10%.

Discounts are available to sponsors of ROTW. See above. For a copy of the 2014 programme, please contact us.





Get in touch

We would love to hear from you - whether you would like more details about our advertising and sponsorship packages or have your own ideas for how your company could get involved with Rhythms of the World 2015.

For further details contact:

E: sponsorship@rotw.org.uk

T: 07786 270192

W: www.rotw.org.uk/contact

Document Design: Inky Design Graphics
www.inkydesign.net

Rhythms of the World is a registered Charity No 1090835

