



HUDDERSFIELD Food & Drink FESTIVAL

Cocktails

FROZEN DAQUIRI
STRAWBERRY OR MANGO, FRUIT PULSE, RUM, SWEET SYRUP & LIME JUICE

SUMMER CUP
CUCUMBER & STRAWBERRY SYRUP, GIN & CANTHARY JUICE

SEX ON THE BEACH (P) **£5**
VODKA, PEACH SCHNAPPS, ORANGE & CANTHARY JUICE

LONG ISLAND ICED-TEA (P) **£5**
BLEND OF SPIRITS, LIME JUICE & COKE

FESTIVAL FEVER (P) **£15**
VODKA, BUBBLEGUM SYRUP & LEMONADE

85 REFUNDABLE DEPOSIT ON PITCHERS! **PITCHERS £15**

MOCKTAILS

STRAWBERRY & CUCUMBER COOLER
STRAWBERRY & CUCUMBER SYRUP, CANTHARY JUICE

BUBBLEGUM FIZZ **£3**
BUBBLEGUM SYRUP & LEMONADE



Sponsor Pack 2016



Who we are

We are a not for profit organisation that works to facilitate the development of Huddersfield as a town by working with Kirklees Council, businesses and communities within the area ensuring that together, Huddersfield can be a great and safe place to live, work and do business.

The Partnership is a membership organisation and in return for an annual subscription, we offer businesses and stakeholders specified benefits and services.

All our profits are re-invested back into the town centre and local businesses. One of the ways we endeavour to support the vibrancy of the town centre and support local businesses, is through the organisation of the Huddersfield Food and Drink Festival.



Huddersfield Food & Drink Festival

Huddersfield Food and Drink Festival (Hudds Food Fest) is the largest FREE festival of its kind in Yorkshire and in 2015 attracted over 100,000 people, over its four day period from across the North of England and beyond. Set within the exquisite backdrop of St George's Square, the event highlights the of best Huddersfield including its local cuisine, beautiful surroundings and talented entertainers.

The festival has a strong brand and it's reputation precedes it. With a colossal following, the event grows from strength to strength.

Ever thankful to our previous sponsors, including John Smiths Stadium/Heineken, Santander, Jamie's Ministry of Food, Heart Radio, Saltaire Brewery and First Transpennine Express (to name a few). We are seeking new sponsors to enhance our existing brand and further elevate our event to national significance.



To be! Or not to be a sponsor - that is the question?

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So what is in it for our sponsors!

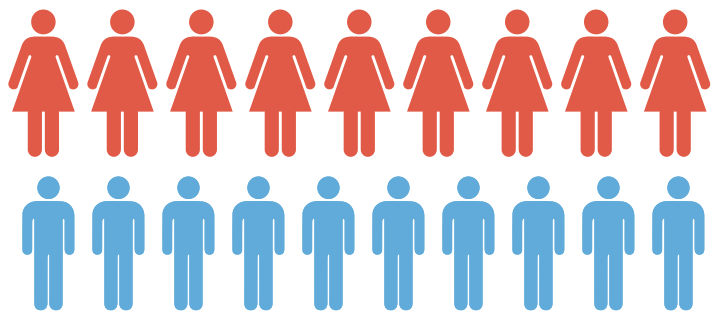
In 2015...

The festival engaged over 207,000 people via social media



We had over 100,000 visitors attend the festival. 95% of those interviewed during the event period rated Hudds Food Fest, good and above.

We even received coverage in the national press.



Show me the money...



Our event guarantees fantastic footfall which grows year on year. This provides great exposure for our sponsors and this is demonstrated through generated profit!

As a title and/or co-sponsor your return on investment can be at a minimum 100%

"Well I've done the Leeds festival and also Manchester and even London's Clapham Common and I have to say Hudds one is the best!!"



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Sponsorship Packages

We have a number of sponsorship packages that we promote to organisations and businesses who either have a corporate social responsibility policy or wish to increase their brand within the local community in which they serve.

We always provide ample opportunities for sponsorship so if there is something your are interested in but isn't listed. Why not touch base with us, we are always interested in discussing any ideas businesses have!

Fringe Event Sponsor

Sponsor package cost: £600 plus VAT

This would allow you to be the sponsor for any of the following fringe events including:

- The Taste Trail
- The Real Ale & Cocktail Trail (Sponsorship would be split between a brewery/pub or cocktail establishment)

Sponsorship would be demonstrated in the form of:

- A visually aesthetic co-branded fringe event (of your choice) with branded materials such as, posters, banners, flyers and branded prizes for the Real Ale & Cocktail Trail e.g. T-shirts/ beer glasses.
- A feature on the Hudds Food Fest Website.



Your logo on:

- Official festival website, which attracts over 20,000 visits in the three months lead up to the festival.
- Social media, Twitter & Facebook accounts.
- Advertisements across the venues or event space.
- Logo in the programme for the main event under the listings of the fringe events.

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Sponsorship Packages



£2k

Provides the exhibitor with a preferential spot in St George's Square sponsorship would also be demonstrated in the form of, the sponsors logo on:

- On the Advanced postcard (10,000 postcards distributed across Kirklees and featured at the Great Yorkshire Show)
- Official festival website, which attracts over 20,000 visits in the three months lead up to the festival.

£5k

Exhibitor Sponsorship

Enables the exhibitor to pick their own spot in St Georges Square. This sponsorship would also be demonstrated in the form of, the sponsors logo on:

- On the Advanced postcard
- Official festival website,
- Promotion via our social media, Twitter & Facebook platforms.
- Advertising in the event space.
- Your logo featured on roundabout banners across key locations in Huddersfield & Kirklees

For further details please call:
01484 480890



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Sponsorship Packages



Silver Sponsor (Associate Sponsor)

**Sponsor Package Cost:
£8,000 plus VAT**

Your sponsorship would be demonstrated in the form of:

- **Featured sponsor of our 'premium' fringe event A Taste of Things to Come and the small business trading stall (at the main festival) - With fully branded materials such as posters, erected banners and A-Boards**
- **One 3m x2.5m stalls dedicated to your business promoting both corporate and non-corporate promotions in the primary location of St George's Square**
- **Coverage via our media partner Huddersfield Examiner**
- **Festival website exposure, which attracts substantial traffic in the lead up to the festival**
- **Promotion via on our social media platforms**
- **Promotion via email marketing campaigns**
- **A half page advert in the official FREE festival programme**
- **Your logo featured on roundabout banners across key locations in Huddersfield & Kirklees**
- **Your Logo on all printed materials relating to the festival**

***Please note: Sponsor packages can be flexible, to meet the needs of each individual sponsor**

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Sponsorship Packages



Gold Sponsor (Co-Sponsor)

**Sponsor Package Cost:
£15,000 plus VAT**

Your sponsorship would be demonstrated in the form of:

- A visually aesthetic co-branded area of the festival with branded materials such as posters, erected banners, A-Boards and t-shirts
- Two 3m x2.5m stalls dedicated to your business promoting both corporate and non-corporate promotions in the primary location of St George's Square
- Your logo on a branded piece of festival merchandise
- Coverage via our media partner Huddersfield Examiner
- Festival website exposure, which attracts substantial traffic in the lead up to the festival
- Promotion via on our social media platforms
- Promotion via email marketing campaigns
- 1 page advert in the official FREE festival programme
- Your logo featured on roundabout banners across key locations in Huddersfield & Kirklees
- Your Logo on all printed materials relating to the festival

***Please note: Sponsor packages can be flexible, to meet the needs of each individual sponsor**

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Sponsorship Packages

Title Sponsor

**Sponsor Package Cost:
3-year deal £20,000 plus VAT
per year**

Your sponsorship would be demonstrated in the form of:

- Full incorporation into Hudds Food Fest Brand (e.g. Huddersfield Food and Drink Festival in association with xxxx) headlining 'Your Logo on all publicity and media (inc online and social media) relating to the festival
- Three 3m x 2.5m stalls dedicated to your business promoting both corporate and non-corporate promotions in the primary location of St George's Square, allowing space to fully brand a VIP area in front of your location
- A feature on the 'Live Feeds' and radio announcements from our media radio partner Heart Radio
- Promotion via our print media Huddersfield Examiner
- Featured in all press releases sent to local, national and trade press, prior to and post event
- A two page feature or advert in our official programme
- Headline sponsor for Prize Draw Promotion in conjunction with the Huddersfield Examiner
- Staff volunteer opportunities available
- Optional logo printed on staff and volunteer t-shirts



***Please note: The 'Title' sponsor's package can be tailored to meet the needs of your particular business**

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Other Sponsorship Packages

- Fully branded demonstration kitchen, on our main stage
- Managed cookery demonstrations by Jamie's Ministry of Food
- Your branding on TV screens, banners, and posters
- Mentions by the compere throughout the four day festival
- A representative to participate in a cookery demonstration
- Prize Draw Promotion
- Half page advert in the official programme with a sponsored by motif next to the cookery demonstration programme.

Sponsorship cost £4.5k



- An attractive co-branded main stage in the exquisite location of St Georges Square
- Your logo on the main screens on the stage
- Opportunity to have a main compere for the Festival at Dusk
- The full print, on-line and social media media package with official photos provided to you, to market your brand
- A full page feature on the Hudds Food Fest Website and a quarter page advert in the official programme

Sponsorship cost £3.5k





Contact Us:

We are passionate about creating an enjoyable, inclusive and memorable festival. Therefore, if you are interested in supporting Hudds Food Fest in any way shape or form, we'd love to hear from you so please contact:

Karen Hobson

Partnership Manager



**karen@huddersfield
partnership.co.uk**



01484 480890

