

# MAGICAL LANTERN FESTIVAL

## Sponsor Pack



[www.MagicalLantern.uk](http://www.MagicalLantern.uk)

Contact: Ian Xiang Tel: 020 7101 5450 / 07729979523 or Email: [Ian.X@welicreative.com](mailto:Ian.X@welicreative.com)

With 2000-year-history, the Lantern Festival from Far East launched its debut in London between 3rd Feb and 6th Mar 2016.

Magical Lantern Festival was held at Chiswick House & Gardens, it attracted over 110K ticketed visitors and more than 150 Major media agencies. These include BBC, ITV, ABC News, Reuters TV, TRT, Guardian, Telegraphy, Times, Evening Standard, Metro, Timeout and BuzzFeed, etc. The festival has generated over £5 million media value and achieved over 150 million views on air, online and offline.

This year, the Magical Lantern Festival will expand its scale to the other part of the UK. Except London Chiswick House & Gardens, Birmingham Botanical Garden, Leeds Roundhay Park and Glasgow(TBC) will also stage the festival.

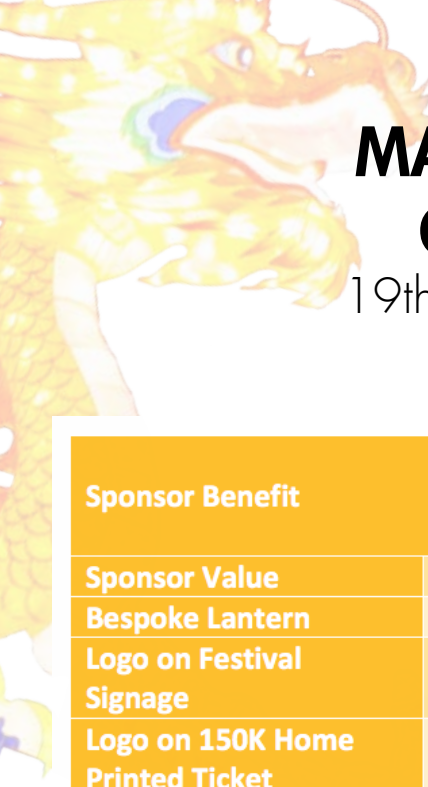
We are expecting 300K-ticketed attendees throughout the country this winter. We welcome more companies and organisations to join us with this fantastic opportunities.

The key benefits of being our partners are:

- **£6.5 million** Media value
- **182 million-audience** reach
- **300K ticketed** attendees
- **4 Sites in UK:** London, Birmingham, Leeds and Glasgow(TBC)
- **4 Magical Lantern Festivals** in one winter

You can either choose to sponsor 4 festivals or just join us in one site. Choosing the former, you would get a total 15% discount. You can also consider the following options.





# MAGICAL LANTERN FESTIVAL

## Chiswick House Gardens

19th Jan 2017 - 26th Feb 2017 28 Days

### Sponsorship Options

Sponsor Benefit	Headline Sponsor (x1)	Gold Sponsor (x2)	Silver Sponsor (x3)	Bronze Sponsor (x5)	Lantern Sponsor (x10)	Ice Rink Sponsor (x1)
<b>Sponsor Value</b>	£150K	£75K	£25K	£10K	£5K	£10K
<b>Bespoke Lantern</b>	1					
<b>Logo on Festival Signage</b>	✓ (attach to MLF Logo)					
<b>Logo on 150K Home Printed Ticket</b>	✓ (attach to MLF Logo)	✓ Bottom				
<b>400K Leaflets</b>	✓ (attach to MLF Logo)	✓ Bottom				
<b>Press Release</b>	✓	✓				
<b>Tube Posters</b>	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
<b>BR Station Posters</b>	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
<b>News Paper Ads</b>	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
<b>Magazine Ads</b>	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
<b>Corporate Events</b>	✓	✓	✓			
<b>Give away Lantern (with bespoke Logo)</b>	3000	500	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc
<b>Website</b>	✓ (attach to MLF Logo)	✓ Bottom	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
<b>Festival Promo Video</b>	✓	✓	✓	✓	✓	✓
<b>Social Media</b>	✓	✓	✓	✓	✓	✓
<b>Gala Launch</b>	✓	✓	✓	✓	✓	✓
<b>Complimentary Tickets</b>	150	50	20	10	5	10
<b>Product Placement Stall</b>	✓	✓	Pay option	Pay option	Pay option	Pay option
<b>Individual Items</b>					Individual Lantern	Ice Rink



# MAGICAL LANTERN FESTIVAL

## Birmingham Botanical Garden

23 Nov 2016 - 2nd Jan 2017 28 Days



### Sponsorship Options

Sponsor Benefit	Headline Sponsor (x1)	Gold Sponsor (x2)	Silver Sponsor (x3)	Bronze Sponsor (x5)	Lantern Sponsor (x10)	Ice Rink Sponsor (x1)
Sponsor Value	£50K	£25K	£10K	£5K	£3K	£5K
Bespoke Lantern	1					
Logo on Festival Signage	✓ (attach to MLF Logo)					
Logo on 50K Home Printed Ticket	✓ (attach to MLF Logo)	Bottom				
Leaflets	✓ (attach to MLF Logo)	Bottom				
Press Release	✓	✓				
Bus Stop Poster	✓ (attach to MLF Logo)	Bottom	Bottom Small			
BR Station Poster	✓ (attach to MLF Logo)	Bottom	Bottom Small			
News Paper Ads	✓ (attach to MLF Logo)	Bottom	Bottom Small			
Magazine Ads	✓ (attach to MLF Logo)	Bottom	Bottom Small			
Corporate Events	✓	✓	✓			
Give away Lantern (with bespoke Logo)	3000	500	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc
Website	✓ (attach to MLF Logo)	Bottom	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
Festival Prom Video	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Gala Launch	✓	✓	✓	✓	✓	✓
Complementary Ticket	150	50	20	10	5	10
Product placement stall	✓	✓	Pay option	Pay option	Pay option	Pay option
					Individual Lantern	Ice Rink



# MAGICAL LANTERN FESTIVAL

## Leeds Roundhay Park

23 Nov 2016 - 2nd Jan 2017 28 Days



### Sponsorship Options

Sponsor Benefit	Headline Sponsor (x1)	Gold Sponsor (x2)	Silver Sponsor (x3)	Bronze Sponsor (x5)	Lantern Sponsor (x10)	Ice Rink Sponsor (x1)
Sponsor Value	£50K	£25K	£10K	£5K	£3K	£5K
Bespoke Lantern	1					
Logo on Festival Signage	✓ (attach to MLF Logo)					
Logo on 50K Home Printed Ticket	✓ (attach to MLF Logo)	✓ Bottom				
Leaflets	✓ (attach to MLF Logo)	✓ Bottom				
Press Release	✓	✓				
Bus Stop Poster	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
BR Station Poster	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
News Paper Ads	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
Magazine Ads	✓ (attach to MLF Logo)	✓ Bottom	✓ Bottom Small			
Corporate Events	✓	✓	✓			
Give away Lantern (with bespoke Logo)	3000	500	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc
Website	✓ (attach to MLF Logo)	✓ Bottom	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
Festival Prom Video	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Gala Launch	✓	✓	✓	✓	✓	✓
Complementary Ticket	150	50	20	10	5	10
Product placement stall	✓	✓	Pay option	Pay option	Pay option	Pay option
					Individual Lantern	Ice Rink





# MAGICAL LANTERN FESTIVAL

## Glasgow Botanical Garden (TBC)

23 Nov 2016 - 2nd Jan 2017 28 Days

### Sponsorship Options

Sponsor Benefit	Headline Sponsor (x1)	Gold Sponsor (x2)	Silver Sponsor (x3)	Bronze Sponsor (x5)	Lantern Sponsor (x10)	Ice Rink Sponsor (x1)
Sponsor Value	£50K	£25K	£10K	£5K	£3K	£5K
Bespoke Lantern	1					
Logo on Festival Signage	✓ (attach to MLF Logo)					
Logo on 50K Home Printed Ticket	✓ (attach to MLF Logo)	Bottom				
Leaflets	✓ (attach to MLF Logo)	Bottom				
Press Release	✓	✓				
Bus Stop Poster	✓ (attach to MLF Logo)	Bottom	Bottom Small			
BR Station Poster	✓ (attach to MLF Logo)	Bottom	Bottom Small			
News Paper Ads	✓ (attach to MLF Logo)	Bottom	Bottom Small			
Magazine Ads	✓ (attach to MLF Logo)	Bottom	Bottom Small			
Corporate Events	✓	✓	✓			
Give away Lantern (with bespoke Logo)	3000	500	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc	pay option £2/PC Min 3000pc
Website	✓ (attach to MLF Logo)	Bottom	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page	✓ Sponsor page
Festival Prom Video	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓
Gala Launch	✓	✓	✓	✓	✓	✓
Complementary Ticket	150	50	20	10	5	10
Product placement stall	✓	✓	Pay option	Pay option	Pay option	Pay option
					Individual Lantern	Ice Rink

