

REDFEST

Sponsors Information Pack



Redfest Bristol
www.redfestbristol.co.uk
Facebook/redfestbristol
Twitter/@redfestbristol
Contact: info@redfestbristol.co.uk

About Us

Redfest is a FREE community arts and music festival which takes place in St George Park and surrounding venues each summer. The festival features the best in live music on two stages, art installations, children's activities, a healing area, food stalls, a market and bars.

In its 9th year, Redfest is a not for profit organisation, run entirely by volunteers, and is completely free to attend. Our aim is to create a sense of community, and show off the best that East Bristol has to offer.

2011 saw the first The All Dayer in the park, and in 2015 Redfest welcomed over 10,000 visitors on the day.

In 2016, the festival will take place on 6 August, from 11am to 9pm in the park, and following on in various local venues; Café Grounded, The Old Stillage and The Red Lion for after parties.

Our **vision** is to enrich the local community through the arts.

Our **mission** is to provide a free, accessible, high quality performing and visual arts event for the community of East Bristol. Nurturing and developing the creativity and talent of performers, artists and organisers.

Our core **values** are:

- community engagement and cohesion
- providing the highest quality artistic content
- sustainable in a social, financial, organisational and environmental sense
- inclusive
- supporting and using local artists and organisers wherever possible
- providing a safe environment for all
- offering opportunities for skills growth, development & improvement.

For more information, please visit: www.redfestbristol.co.uk

Key facts

- Location: St George Park and surrounding venues
- Date: Saturday 6TH August 2015
- Time: 11am -9pm
- Price: FREE
- Estimated attendance: 12,000+ people (we are expecting a 20% increase in attendees)
- Facebook likes: 2,400+ and growing
- Twitter followers: 1,900+ and growing
- Audience demographic – all ages from East Bristol and beyond!

Partnerships and Sponsorship

In order to make Redfest happen, we rely heavily on the support of local businesses to either sponsor or partner with us. In return, we can offer generous promotion of your business to our loyal and growing audience, which crosses all demographics, making it a Win-Win situation!

We offer a range of packages specially tailored to suit your budget and requirements. Indeed, we are flexible and always ready listen to you, to see how any partnership can suit you best.

Associate your business with a growing and successful community festival and enjoy regular promotion of your brand through printed material, social media, press, radio and our website (your logo will be displayed on www.redfestbristol.co.uk with a link back to your own website, ensuring you benefit from the huge web traffic the site receives – on the day Redfest 2015, our website received over 10,000 hits!).

To give you a flavour of Redfest, take a look at our video from 2015:

<https://www.youtube.com/watch?v=QIKs2W7tPdw>

Sponsorship starts at just £150* and here are the benefits we will offer in return:

- Your logo featured on the Redfest Bristol website (www.redfestbristol.co.uk) Home Page and Partners/Sponsors page
- Logo on the Partners/Sponsors page of the festival programme
- Regular mentions on all Redfest social networking sites
- Discounted stall rates at the festival, enabling you to interact with and promote your business directly to our community.

*£150 is the price for Standard sponsorship but if you could give more we'd be oh so grateful and put the money to very good use. Remember, we are non-for-profit and run completely by volunteers! If you are interested in our discounted stall rate, please ask – we'd love to see you there!

Headline sponsorship – **SOLD**

We have two exclusive packages for headline sponsorship. If you are interested in this option, we would be more than happy to provide you with more details.

Partnerships / Bespoke

If you are interested in being a Redfest Partner; offering your services to Redfest in return for some promotion and a logo on our website and in the programme, please let us know what you can offer us and we will be happy to discuss!

We also offer a headline sponsors package exclusively reserved for just two companies. If you are interested in this option, we would be happy to supply you with further details.

Additionally, we are happy to speak to you about a more tailored package to suit your needs. We can offer a range of options, for example:

- Space at the festival to display your banner
- Sponsorship of individual zones
- Your logo on all steward and crew t shirts
- Advertorials in the programme



The final deadline for all logos appearing in the programme is the end of May 2016, which is our deadline for the programme going to print.

What our attendees say?

Still thinking about it? Take a look at some of the amazing feedback we had from our lovely sponsors, partners, suppliers and attendees:

Katie Taylor – Café Grounded (sponsor and catering supplier)

What an awesome day! We had a great time - the atmosphere in the park was fantastic, our BBQ was (very!) popular, and our evening music went down really well. Great to see so many people attending the festival. Thank you for making us a prominent part of the event (logo on stage banner looked great!) and for all your help in promotion (both on and off line) in the lead up. It was a pleasure to work with you both. Roll on next year!

Black Iris Images (Photography partner)

Many congratulations on a superb Redfest! Amazing! I didn't think that it could get much better than last year but it did. Thanks for involving us (in a tiny way) in your spectacularly impressive event!

Guy Dobson, Ape Project CIV (Children's activity supplier)

Well done on a great event... seems to be growing and feels like the best free festival in Bristol in my seasoned eyes. Good for you. We had a great day, worked with hundreds of kids and the atmosphere was lovely.

Feedback survey respondent

A fantastic community vibe, excellent food and drink, and a great range of music.

@williamoulton via Twitter:

Just at the @StGeorgeNP Forum and @RedfestBristol has just been praised by the Chair and local Cllrs. Best one yet.

@khbelizaire via Twitter:

@RedFestBristol really raised their game this year totally packed with awesomeness. Kids loved the cardboard castle!

Emma Woods via Facebook:

5 star. Best one yet!! Well done Redfest gang so well organised fantastic family festival x x

Ian Clease via Facebook:

5 star. Really amazed to have such a brilliant day right on our doorstep, lovely atmosphere, brilliant entertainment, main stage was really good too, all for free! Looking forward to next year now

Marketing Material and Press Coverage

REDFEST GOES GREEN 2015

**SATURDAY 1 AUGUST
ST GEORGE PARK BRISTOL**

2 music stages, cabaret, street theatre, kids village, market and workshops

Featuring headliners *laid blak*
plus
FRINGE EVENTS, 30 JULY - 2 AUGUST
At the Old Stillage, Cafe Grounded, Red Lion and The Greenbank

Say hello here:
www.redfestbristol.co.uk | www.facebook.com/redfestbristol | [redfestbristol](https://twitter.com/redfestbristol)

BRISTOL 2015-16 PARTNER

OUR LOVELY SPONSORS AND PARTNERS

Thanks also to **Christopher Searle, St George Community Centre, Easton & Lawrence Hill Neighbourhood Management & Community First** and a special thank you to the **Co-operative Membership Community Fund**

Thanks to **BEV - Bristol Event Volunteers**, who connect event organisers with willing volunteers to make both finding volunteers and volunteering easy.

Left: Festival Poster displayed in shop windows and community noticeboards.
 Above: Sponsor pages from the programme.
 Below: Articles in the 'Weekend' supplement of the Bristol Post and Bristol247.com

DAYS OUT

Further afield

Cotswold Wildlife Park and Gardens Saturday, August 4, and August 10, Burford, Oxfordshire, £25. www.cotswoldwildlife.co.uk

Torbay Express Sunday, August 9 and 10, and September 2, 9 and 10, from Torquay Beach and Devonport. Tickets cost from £7. www.comingtorbay.co.uk

The Gloucestershire Steam and Vintage Extravaganza Friday, August 14 at Sunday, August 15, South Cerney Airfield, Cirencester. Tickets cost from £7. www.steamandvintage.co.uk

Community festival boasts a packed and eclectic line-up

Photo: Al Dwyer. Sunday, August 9, Red Lion, Bristol. www.bristolpost.com

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CHRISTMAS SPIEGELTENT 27 NOV - 19 DEC 2015
 CABARET • DJ'S • DANCING • KIDS SHOWS
 COMEDY • LIVE MUSIC • CRAFT BEER FESTIVAL

Share Bristol: **Redfest - raising the profile of east Bristol**

Laura Williams, June 30, 2015 < previous article | next article >

It's fast becoming one of the biggest grass roots festivals in Bristol, no doubt benefiting from the first time buyer boom in the area. We caught up with the volunteer organisers of Redfest to find out more.

Founder and creative director Simon Webb explains how Redfest first came about: "It started with a random conversation on our street about the lack of identity and arts in the area. Redfest sounds like Redland, or Redcliffe and no-one knows where it is - there are no signs for it. The name 'Redfest' slipped off my tongue easier than a foamy latte on a wooden stick. Which was a rare thing in Redfield back then."

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