

SPiRiT OF LIVERPOOL

The festival of Spirits, Food and Live Music

2018 Sponsorship Packages



Sunday 6th & Monday 7th
May 2018

Liverpool's leading spirits festival, promoting the country's best food and drink producers.

Introduction

“Spirit of Liverpool” is a unique experience. A food & drink festival in the iconic Palm House, Liverpool. Bringing the best Spirits, combined with an engaging music programme and featuring some of the cities favourite bars and restaurants.

Event Programme 2018

- Spirit exhibitors from across the UK, screened for quality
- Local musicians performing various genres
- “Pop up” restaurants and bars
- Demonstrations, tutored tastings and workshops by distillers, master blenders, and other experts

Marketing and PR 2018

A strong marketing campaign, targeting affluent professionals across Merseyside, Cheshire, Southport, Chester and beyond. We will conduct an extensive digital marketing strategy, supported by a far reaching local press & PR campaign that will whet the appetite and stimulate the senses.

- Constantly updated website at: www.spiritliverpool.co.uk
- Web links to various regional visitor guides and tourist information websites, media supporters, sponsors, funders, exhibitors and other “whats on” and specialist websites.
- Extensive social media campaign, including a dedicated Twitter feed and Facebook profiles. Targeting ABC1 consumers throughout the region.
- Proactive media and PR campaign targeting local, regional, national and specialist media broadcast, print and online. Existing and developing links with national food and drink magazines will support the event.
- E-Newsletters to all sponsor and supporter databases circa 50,000 people.
- Exhibitors also encouraged to maximise promotional impact by promotion via their own channels – flyers, posters and collateral supplied upon request.
- Utilising Palm House website, social media presence and database <http://palm-house.org.uk/>

Sponsorship packages

Headline Sponsor : £8,000

- The Headline Sponsor benefits from exclusivity and logo presence on all literature and advertising promoting the festival.
- Photo shoot announcing your status as Main Festival Sponsor to the media/social media.
- Wording - “In association with” (where press editors allow.)
- Use of Official Sponsor strapline and logo on your website, emails and other materials. Free promotional stand within the main festival food area of 6m x 3m area.
- Company Name and logo on festival promotional leaflets distributed across Liverpool and beyond.
- Lead position on the front page of the festival web site and link. Free VIP tickets for up to 20 attendees.
- Lead position on the Sponsor’s page of the festival web site and link.
- Advertising in the Spirit Guide given out on the day.
- Your logo will appear on the festival gallery post event Ten tickets for fundraising / sponsors event.
- Spirit of Liverpool expect a prominent reciprocal link on the main sponsor’s website and mentions within sponsors promotional material to further enhance the message. A logo designed for this purpose will be supplied.
- We will be delighted to work closely with you to ensure marketing is coordinated to maximise coverage and impact. You will also be provided with regular updates on progress, with links to festival news items and mentions of your company.

Associate Sponsor £3,000

- Name and logo on festival promotional leaflets.
- Use of Official Sponsor strapline and logo on your website, emails and other materials.
- 3m x 3m promotional pitch within The Palm House at the festival.
- Position on sponsor’s page of the festival website and link to own business site.
- Ten VIP tickets
- Spirit Guide advertising.
- Four tickets for fundraising / sponsors events.

Sponsorship package extras

Venue Sponsor

- Branding package/s on entrance door and throughout venue (sponsor to supply.)
- Promotional literature distribution at each session.
- Linked logo on the Spirit of Liverpool festival website.
- Name and logo on festival promotional leaflets. Hard copy and downloadable versions for website use and links.
- Ten VIP tickets

Talks and Masterclasses Sponsorship

The demonstrations are held in a dedicated marquee next to the event entrance. The package includes all co-ordination of between 40 and 80 spectators. Our team will distribute your promotional literature for each audience, with a backdrop space for brand advertising.

- Opportunity to promote your company at the masterclasses, talks and tasting sessions.
- Listing as a sponsor on festival flyers sent out across the North West and beyond.
- Logo and editorial on the web site highlighting your business details.
- Branding and promotion in Spirit Guide.

Music Marquee and Stage Sponsor

We have two areas for music at our event, one of these is inside the Main Palm House and the other will be positioned in a marquee outside. Your banner will be positioned at the back of each stage on rails, weighted pop up banners/flags can be positioned at the sides.