



CAMPAIGN
FOR
REAL ALE

Heart of Staffordshire CAMRA
11th Stafford Beer and Cider Festival
(26th – 28th July 2018)

May 2018

Dear Sir/Madam

The 11th Stafford Beer and Cider festival will take place on 26th, 27th and 28th July 2018 at Blessed William Howard School, Rowley Avenue, Stafford ST17 9AB.

As with previous years we are giving local businesses such as yours the chance to be associated with the event. Attracting up to 2000 people from all walks of life, the festival provides a lot of potential for advertisers. To give you the opportunity to get involved we have put together various sponsorship packages:

A: Barrel sponsorship

1 barrel **£20**: A poster with your company name and logo will be placed on each barrel you sponsor, plus a 'thank you' in the festival programme and website.

2 barrels **£35**: As above plus Facebook post and Tweet during festival and free entry for one person to any session of the festival plus a complimentary drink.

3 barrels **£50**: As above plus Facebook post and Tweet before and during festival, and free entry for two people to any session of the festival plus a complimentary drink each.

B: Programme advertisement

A full colour, glossy, 32-page A5 programme is given to every festivalgoer

¼ page ad **£35**:

Facebook post and Tweet during festival and free entry for one person to any session of the festival plus a complimentary drink.

½ page ad **£55** or full page ad **£85**:

Facebook post and Tweet before and during festival, and free entry for two people to any session of the festival plus a complimentary drink each.

All advertisers will receive a thank you in the festival programme and website.

If you would like to become a festival sponsor, or have any queries or wish to discuss anything in more detail, please do not hesitate to contact us.

Many thanks

Andrew Murray and Paul Dykta
Stafford Beer and Cider Festival Sponsorship Co-ordinators
Tel: 07814 864311 (Andy) or 07752 144709 (Paul)
Email: sponsor@staffordbeerfestival.co.uk