

The logo for the Cherry Hinton Festival. The word "Cherry" is in green, "Hinton" is in green with a small red cherry icon replacing the letter 'n', and "FESTIVAL" is in large, multi-colored letters (red, blue, yellow, pink, orange, purple).

Cherry Hinton FESTIVAL

Sponsor information



A community celebration

The Cherry Hinton Festival is planned by local people and is a celebration of the community in which they live. Originally a harvest time thanksgiving, the Festival's history goes back hundreds of years. Its modern incarnation is now in its 34th year. The current planning group of 10 local volunteers have been responsible for organising the Festival for the last 5 years and are proud to be custodians of this tradition.

Cherry Hinton Festival runs for one week, every year, in September. Biennially, the week concludes with a day of celebration known as Festival Day. This is a large scale event, held on the recreation ground, for the whole community to enjoy together. It is for Festival Day 2020 that we are seeking financial support.

The aims of the Cherry Hinton Festival are:

- to bring together the diverse community of Cherry Hinton and promote better understanding, inclusion and cohesion
- to encourage participation in Festival events and to raise awareness of local groups and activities which take place throughout the year
- to provide good quality entertainment, exhibits and attractions and make them accessible to all residents.

Cherry Hinton Festival Society is hoping to achieve charitable status this year.

Publicity facts and figures

In recent years, Festival Day has attracted in the region of 4500 to 5000 visitors.

During the week of Cherry Hinton Festival 2018, posts on our Facebook page reached 7500 people and had 1100 engagements.

We print 8000 colour brochures promoting Cherry Hinton Festival that are delivered to 4200 homes.

We print 1500 black & white copies of *What's On Guide* that are handed out to visitors on Festival Day.





Festival Day 2020

Cherry Hinton Festival is a small festival with big ideas! We don't even consider the sky to be a limit and have previously hired a 100 seater planetarium! In recent years we have chosen to give our Festival Days a unifying theme and so our festival goers have become 'Explorers' and 'Time Travellers' and have visited a 'World of Wonder' in which they enjoyed (respectively) a caving experience, an animatronic dinosaur and an art cannon among many, many other entertainments. The theme for Festival Day 2020 will be 'Globetrotters' and the planning has already begun.

Festival Day costs around £18,000 to produce and we only ask our visitors to give us donations. Why? Cherry Hinton contains a very diverse mixture of housing and income levels and includes areas of particular deprivation. We therefore believe it to be essential to the achievement of our aims that Festival Day admission and all attractions are free for everyone to enjoy. In making the event universally available, we can ensure that no member of our community is excluded from participating in it because of their economic circumstances.

We are an entirely non-profit making organisation and all of our money is raised through donations, grants and sponsorship. We have three bands of sponsorship which offer a range of publicity and benefits in return.

- 1) **Principal Sponsor: £5000 +**
- 2) **Major Sponsor: £1000–£3000**
- 3) **Sponsor: £250–£750**

Principal Sponsor

We acknowledge our principal sponsor in the following ways:

Sponsor's logo. Our principal sponsor's logo appears on the front cover of the colour brochure, on the inside front cover of *What's On Guide* and on all of our posters. The logo is added to our social media profiles. We currently have 744 followers on Facebook and 1309 followers on Twitter.

Advertising space is available in our colour brochure and *What's On Guide*.

Media interviews in which we name our principal sponsor. In 2018 we had 2 interviews with BBC Radio Cambridgeshire, 2 interviews with Cambridge 105, 2 interviews with That's TV Cambridge and 2 interviews with the Cambridge Independent newspaper.

Festival ground. Our principal sponsor has the opportunity to have a stall on Festival Day and to provide banners or other advertising for the site. The sponsor can also provide banners for events taking place during the week of the Festival.



Major Sponsor

We acknowledge our major sponsors in the following ways:

Logos. Major sponsors' logos appear on the front cover of our colour brochure, on the inside front cover of *What's On Guide* and on all of our posters.

Festival ground. Our major sponsors have the opportunity to have a stall on Festival Day and to provide banners or other advertising for the site.

Social media. We regularly acknowledge our major sponsors on our social media sites. We currently have 744 followers on Facebook and 1309 followers on Twitter.



Sponsor Promotion

We acknowledge our sponsors in the following ways:

Sponsors logos appear on the back cover of the colour brochure and the inside front cover of *What's On Guide*.

Festival ground. Our sponsors have the opportunity to have a stall on Festival Day.

Social media. We regularly acknowledge our sponsors on our social media sites. We currently have 744 followers on Facebook and 1309 followers on Twitter.

For more information on these sponsorship opportunities or to discuss any ideas you may have, please contact Kate Jones, Event Manager:

Email: info@cherryhintonfestival.org

Phone: 07890 553715





**We look forward to
working with you**