



**Peterborough's biggest and best  
green event**



**green  
festival**



**28<sup>th</sup> May - 12<sup>th</sup> June 2011**



**Get involved with the  
20<sup>th</sup> Green Festival  
in Peterborough!**

# It all kicks off with the launch day on Saturday 29<sup>th</sup> May

Venue:  
Cathedral  
Square,  
Peterborough  
City Centre



Stands, stalls,  
activities,  
games,  
competitions,  
give-aways,  
music,  
entertainment

# Followed by two weeks of green events...

Wildlife hunt,  
pond dipping,  
nature trails,  
film  
screenings



Clothes swap,  
energy saving  
advice, farm  
walks, bike  
rides, eco  
photography



# Bespoke sponsorship opportunities tailored to your needs...

- **Headline sponsorship** - Top tier alignment with the whole two week festival.
- **Official partner** – Invaluable brand alignment with the Green Festival and opportunities to reach thousands with your message.
- **Event/area sponsorship** – Unique brand alignment with a Green Festival area (such as the launch day stage), or event (like the Swish or film screening).



## Other opportunities...

- **Launch day stand** – reach thousands with your message with a stand at the Festival launch.
- **Advertise in the Green Festival booklet** – 7,000 copies of the booklet distributed + online version for download.
- **Official supplier** – Could you offer us print services, banners, or eco prizes?

# What's in it for you?

**Social responsibility** – great platform to showcase your CSR and support Peterborough's environment.

**Brand alignment** – get your green message out to thousands of people from Peterborough and Cambridgeshire.

## Visibility & profile...

- Bespoke opportunities for audience engagement through sampling and events.
- Brand visibility on extensive marketing campaign with flexibility to meet your specific needs.
- Promotion through media partners: Heart FM & Peterborough Evening Telegraph.



# Audience, content, reach...

- **Over 10,000 attend the Green Festival** – Core audience: families, AB1&2s. Majority of people from Grtr Peterborough with an increasing number travelling from Cambridgeshire.
- Over **40 stands and stalls** at the launch, over **50 different events** through the two weeks.
- **7,000** programmes distributed, **extensive marketing & PR campaign** reaching 100,000, over 9,000 unique visits to the website (April-July)



# Engage new customers

“Funding the Green Festival provides an ideal opportunity to demonstrate our commitment to our Corporate Social Responsibility: the environment, the community and innovation.

“One of the many unique things about this event is that our staff can get involved and make a real difference; as one of the largest local employers this is really important.”

**Annette Johnson, Press Officer, Perkins**  
**Principal partners of the Green Festival**



# Make an impact...

“Each year the Green Festival exceeds my expectations. It provides a fantastic opportunity for local businesses to reach the general public, raise profile, and be linked with such a great cause with such ambitious aims”.

**Nicholas Watts, Vine House Farm  
Sponsor of the Green Festival**



## Find out more...

To discuss these partnership opportunities further please contact:

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