



ABERGAVENNY FOOD FESTIVAL GŴYL FWYD Y FENNI

16TH & 17TH
SEPT '17

Real Food, Real Farmers, Real Chefs



SPONSORSHIP OPPORTUNITIES

What is Abergavenny Food Festival?

Over the last 18 years, Abergavenny Food Festival has grown to become the longest running food festival in the UK. The event enjoys an exceptional reputation, as the place for chefs, food businesses, journalists, and producers to come together. AFF (Abergavenny Food Festival) is known for being an inclusive and welcoming event, delivering a delicious opportunity for people from all walks of life to explore and learn about food.

Through an unparalleled programme of activities, including product tastings, kids activities, masterclasses, hands on cookery lessons, and topical debates we provide the inside track on food trends, enlightened thinking, and rising stars emerging from the industry.

AFF prides itself on transforming the way people think about food; challenging and promoting new ideas, pushing the boundaries of current thinking, and encouraging people to think differently about where their food comes from.

Over the years, the festival has attracted top food heavyweights, such as: Hugh Fearnley-Whittingstall, Jamie Oliver, Monica Galetti, Jane Baxter, Jose Pizarro and Valentine Warner, to name just a few. By engaging with influential chefs, commentators and journalists both nationally and internationally, we have grown to become one of the highest profile food events in Britain.

Each year we attract more than 30,000 visitors to our small, Welsh town, with the festival generating an estimated £4 million impact for the local economy. As well as inviting leading food influencers to participate in our programme of activity, we carefully select over 200 artisan food producers and caterers to offer our visitors a unique selection of some of the UK's best food, all in one place.





Abergavenny Food Festival in 2017

We are excited to welcome our new Chief Executive, Aine Morris, to the festival in 2017. Aine comes with a strong background in promoting food and farming issues, and is also Creative Director for the Bristol Food Connections festival. With this in mind, we are developing exciting plans for the growth of our markets and festival programme in 2017. After 18 years establishing a strong reputation as a destination food event, 2017 is an exciting time for your organisation to get involved with AFF, as we look at how we continue to grow and innovate the event over time.

Our 2017 aims are:

- + To broaden our consumer reach, engaging new audiences and drawing new visitors to the festival
- + To develop our reputation as a leading media commentator on food & farming issues
- + To encourage our audiences to engage with the farmers and food businesses that produce their food
- + To increase the number of practical opportunities to learn new food skills, from leading experts & thought influencers

In 2017 we will be:

- + Re-designing our Producer's Markets to showcase leading craft food producers from the UK and abroad
- + Offering more practical opportunities to get up close & personal with leading chefs and producers
- + Expanding our Children's Food Academy
- + Developing our Farmyard area, for a broader range of farming related debates & discussions
- + Introducing a programme of food & film content, to include screening of new food documentaries, followed by discussions and tastings
- + Creating a space for guest chefs to run pop-up dining experiences, including the likes of Edinburgh Food Studio, River Cottage's Gil Meller, Eat Your Words, Cuisine and Colour dining experiences, and more

Why we need your support

Abergavenny Food Festival is a non-profit organisation that is growing each year.

To make this event a success, and to secure our legacy in the long-term, we need financial support from the businesses and organisations already pioneering alternative ways of thinking about the food we eat.

The more support we can gather, the more ambitious our reach, and the more powerful our impact.

How will my business benefit?

Heading into its 19th year, Abergavenny Food Festival has grown to be one of the largest food festivals in the country with an audience to match. This provides a unique opportunity for your business to pioneer support for one of the most loved and cutting edge food festivals in the country.

As a not for profit organisation we put back what we can into the local community. We ensure that socially responsible ways of working are embedded into our culture and we work with all our sponsors to meet their CSR aspirations.

We grow and maintain powerful, mutually beneficial partnerships by working with sponsors as part of the extended Festival Family. We will work with you to create a partnership that tells your story; we will develop a narrative with you to connect with our audiences.

Sounds great, how can I get involved?

In order to facilitate involvement for the widest number of organisations, we have developed a range of giving options designed to suit your needs. From support for specific events, to bespoke headline sponsorship packages, our aim is to find those businesses with an interest in building strategic partnerships for this year and into the future.

The table below outlines the various proposed levels of giving, however we are keen to build positive, long-term relationships, so please view this as a starting point for a conversation about how we might collaborate.

Level Of Giving	Area Of Content	Benefits
£2,500.00	Supporting sponsor	<ul style="list-style-type: none"> + Logo displayed on sponsor's page of website + Logo displayed on sponsor's page of programme + Invitations to the AFF Castle-party for you + 2 guests
£5,000.00	Event / Activity Sponsor	<ul style="list-style-type: none"> + Logo displayed on sponsor's page of website + Logo displayed on sponsor's page of programme + Logo & promotional association with a specific AFF event or activity – as agreed with the Chief Executive + Invitations to the AFF Castle party for you + 2 guests
£7,500.00	Stage Sponsor	<ul style="list-style-type: none"> + Logo displayed on sponsor's page of website + Logo displayed on sponsor's page of programme + Logo & promotional association with a prime festival stage + Package of branding and promotional opportunities associated with the promotion of a specific stage and the activities taking place in that area + Opportunity to collaborate on festival content + Invitations for you & 4 guests to sponsors launch event + Invitations to the AFF Castle party for you + 5 guests
£10,000.00	Area/Theme event sponsor	<p>Opportunities include:</p> <ul style="list-style-type: none"> + Made In Wales Demo Stage + Kids Cook Academy + Festival Farmyard + Food Market Sponsor + Your brand identity associated with a key festival theme/ area + Possibility to name the area in association with your organisation + Top-tier logo on sponsor's page of website + Top-tier logo on sponsor's page of printed programme + Brand presence at the headline event for your theme + Data collection & promotional partnership around your particular theme + Invitations to the AFF Castle Party launch-party for you + 5 guests + Invitations for you and 6 guests to sponsors launch event
£20,000.00+	Bespoke package	<ul style="list-style-type: none"> + We have a limited number of opportunities for organisations that support the core-values of the festival, to collaborate around a bespoke sponsorship package of promotional involvement and content creation. + To discuss these opportunities in more detail please contact the Chief Executive Directly.



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