



ABERGAVENNY FOOD FESTIVAL GŴYL FWYD Y FENNI

16TH & 17TH
SEPT '17

Real Food, Real Farmers, Real Chefs



SUPPORTER OPPORTUNITIES FOR PRODUCERS

Abergavenny Food Festival are pleased to offer a number of packages, designed to help our supporters make the most of their time at the festival. As one of the longest running food festivals in the UK, the event enjoys an exceptional reputation as the place for chefs, food businesses, journalists and producers to come together.

Through an unparalleled programme of activities, including product tastings, kid's 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. By engaging with influential chefs, commentators and journalists both nationally and internationally, we have grown to become one the highest profile food events in Britain.

Abergavenny Food Festival 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.

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?

Each year, the festival reaches 30,000 visitors, with over 100,000 people engaging with our website, newsletter and across social media channels in the run up to the event.

In 2017, we are excited to be launching a new brand identity and website for the festival, and as such we have a limited number of opportunities for stallholders to engage with festival communications activities, featuring on our website, and attending exclusive festival events such as the sponsor's reception and the Party at the Castle.





Sounds great, how can I get involved?

We have developed a range of giving options designed to suit your needs. The table below outlines the various proposed levels of giving and the benefits you will receive. Please note that for all packages, any electricity or chiller requirements are charged as extra.

| Producer | Level Of Giving | Benefits |
|---------------|-----------------|--|
| Bronze | £750 | <ul style="list-style-type: none"> + 3x3 pitch in a prime festival location + 1/4 page advert in the Festival programme + 2 tickets to sponsors reception + Featured on website and promoted through social media |
| Silver | £950 | <ul style="list-style-type: none"> + 3x3 pitch in a prime festival location + 1/2 page advert in the Festival programme + 2 tickets to sponsors reception + Special blog feature on website and promoted through social media + 2 tickets to Party at the Castle on Friday or Saturday night |
| Gold | £1,500 | <ul style="list-style-type: none"> + 3x3 pitch in Festival's showcase market area + 1/2 page advertorial in the Festival programme + 2 tickets to sponsors reception + Special blog feature on website and promoted through social media + 2 tickets to Party at Castle on Friday or Saturday night + Product branded press release in festival press packs + Opportunity to display product and promotional materials in speaker/sponsor hospitality area + Opportunity to include product in festival goodie bag |



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To get in touch please contact:

Aine Morris

Chief Executive

07342 654361

aine@abergavennyfoodfestival.com

www.abergavennyfoodfestival.com