



ABERGAVENNY
FOOD FESTIVAL
GŴYL FWYD Y FENNI

15TH & 16TH
SEPT '18

CELEBRATING 20 YEARS

Real Food, Real Farmers, Real Chefs



SPONSORSHIP OPPORTUNITIES

What is Abergavenny Food Festival?

Over the last 19 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 heavy weights, such as: Tom Kerridge, 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 35,000 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 2018

It's an exciting year to be part of the festival! 2018 will see us celebrate our 20th birthday. We'll be taking the time to look back and remember 20 years of one of the UK's longest running food festival, as well as looking to the future at how we continue to innovate and expand our reputation.

Our 2018 aims are:

- + To broaden our consumer reach with out of town audiences, bringing more weekend visitors to the region
- + To continue to develop our reputation as a leading media commentator on food and farming issues
- + To encourage more young people to visit the festival and participate in practical, skills-led activities
- + To consolidate our existing festival sites, ensuring all areas of the festival deliver an experience-led, dynamic environment

In 2018 we will be:

- + Re-designing our offering at the Abergavenny Castle – our primary site for experiential and value-added festival content
- + Making all chef demonstrations free across the festival, enabling the greatest number of people to learn new cookery skills
- + Expanding our off-site tours and forages programme to offer as many on-farm or in-nature experiences as possible
- + Introducing a programme of food and film content
- + Expanding our market offering, with an exciting new site, to best represent the broadest range of craft and artisan food producers from across the UK

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 20th 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
£3,500	Supporting sponsor	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 4 tickets to party at the castle + 6 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 6 weekend wristbands + 1/2 page advertorial + Logo on website, festival programme and newsletter footer + Joint social media activities + Branded press release in Festival press pack + Opportunity to donate product for goody bags and/or place product in hospitality + Branded event or Festival brand activation
£5,000	Event / Activity Sponsor	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 4 tickets to party at the castle + 6 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 6 weekend wristbands + 1/2 page advertorial + Logo on website, festival programme and newsletter footer + Joint social media activities + Branded press release in Festival press pack + Opportunity to donate product for goody bags and/or place product in hospitality + Branding rights to a marquee or Festival area
£7,500	Stage Sponsor	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 4 tickets to party at the castle + 6 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 6 weekend wristbands + 1/2 page advertorial + Logo on website, festival programme and newsletter footer + Joint social media activities + Branded press release in Festival press pack + Opportunity to donate product for goody bags and/or place product in hospitality + Branding rights to a Festival stage such as the Farmyard or the Dome

Level Of Giving	Area Of Content	Benefits
£10,000	Area/Theme event sponsor	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 4 tickets to party at the castle + 6 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 6 weekend wristbands + Full page advertorial + Logo on website, festival programme and newsletter footer + Joint social media activities + Branded press release in Festival press pack + Opportunity to donate product for goody bags and/or place product in hospitality + Branding rights to a main Festival stage such as Market Hall stage or prime market location e.g. Market Hall or Upper Brewery Yard
£20,000	Bespoke package	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 4 tickets to party at the castle + 6 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 6 weekend wristbands + Full page advertorial + Logo on website, festival programme and newsletter footer + Joint social media activities + Branded press release in Festival press pack + Opportunity to donate product for goody bags and/or place product in hospitality + Bespoke sponsorship agreement



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