



ABERGAVENNY
FOOD FESTIVAL
GŴYL FWYD Y FENNI

15TH & 16TH
SEPT '18

CELEBRATING 20 YEARS

Real Food, Real Farmers, Real Chefs



**SUPPORTER OPPORTUNITIES
FOR PRODUCERS**

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.





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?

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.

Each year, the festival reaches 35,000 visitors, with over 100,000 people engaging with our website, newsletter and across social media channels in the run up to the event.

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"> + 2 tickets to sponsors drinks + 2 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 2 weekend wristbands + 1/4 page advert + 3x3 stall in prime festival location
Silver	£950	<ul style="list-style-type: none"> + 2 tickets to sponsors drinks + 2 tickets to party at the castle + 4 tickets to a drinks or event tasting event to be used for customer comp/giveaway + 4 weekend wristbands + 1/2 page advert + Logo on website + 3x3 stall in prime festival location
Gold	£1,500	<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 + 3x3 stall in prime festival location



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