

Robin Hood Festival

Sherwood Forest Country Park, 1 - 7 August 2016

The Robin Hood Festival is Nottinghamshire County Council's largest event and one of the biggest celebrations of Robin Hood in the world. The seven day festival attracts approximately 50,000 visitors from Nottinghamshire, the wider region and from overseas.

An established and popular event, the festival is now in its 32nd year, celebrating the life and times of Nottinghamshire's world-famous outlaw.

The free festival is a top destination for family days out with medieval fun including outdoor theatre performances, costumed characters, medieval craft demonstrations, musicians, falconry displays, archery, jousting and much more all within the magical setting of Sherwood Forest.





Main Sponsorship Package

This is a unique opportunity for your company to be linked with the legend of Robin Hood.

By sponsoring the festival you will receive profile across offline, online and media channels, with onsite event branding to an audience of approximately 50,000 and a pre-event outdoor, digital and print campaign across the county.

The festival also attracts wide attention from local, regional and national media helping to raise the profile of your company throughout Nottinghamshire and beyond.

Package to include:

- Company logo featured on all promotional materials
- Opportunities for prominent branding and signage in key areas around the festival
- Lamppost banner advertisement
- Full page advert in the festival programme
- Company logo featured prominently on half page advert for the festival in our Family Life Magazine
- Exhibitor stand in a key location to promote your company, products and services
- Company logo across digital channels including our emailme Robin Hood bulletin
- Recognition of your company in social media promotion
- VIP viewing area at a jousting event
- Complimentary tickets to the festival launch and 'An Evening of Medieval Merriment'
- Exclusive 'Have a go' archery sessions
- Company name in all Festival PR activity
- PA announcements at the jousting events



Jousting Arena Sponsor

Jousting takes place on the festival's most popular days: Wednesday, Saturday and Sunday.

The ever popular action packed jousting tournaments featuring Robin Hood and the Sheriff draw the festival's biggest crowds, attracting over 21,500 spectators.

Package to include:

- Company logo featured on all promotional materials
- Opportunities for exclusive branding around the jousting arena
- Half page advert in the festival programme
- Company logo featured prominently on quarter page advert for the festival in our Family Life Magazine
- Company logo across digital channels including our emailme Robin Hood bulletin
- Recognition of your company in social media promotion
- Exhibitor stand near the jousting arena which can be used for promotional activity
- VIP viewing area at a jousting event
- Complimentary tickets to 'An Evening of Medieval Merriment'
- Jousting arena sponsor to be named in festival PR activity
- PA announcements at jousting events.

Supporter Sponsorship Packages

The supporter packages offer the opportunity to reach an extensive audience through online and offline channels, as well as enjoying the excitement of the festival and all its merriment!

Royal Sponsor

Package to include:

- Company logo featured on event flyer and on half page advert for the festival in our Family Life Magazine
- Full page advert in the festival programme
- Company logo across digital channels including our emailme Robin Hood bulletin
- Recognition of your company in social media promotion
- Complimentary tickets to 'An Evening of Medieval Merriment'



Nobility Sponsor

Package to include:

- Company name featured on event flyer and on half page advert for the festival in our Family Life Magazine
- Half page advert in the festival programme
- Company logo across digital channels including our emailme Robin Hood bulletin
- Recognition of your company in social media promotion

We understand that you may have particular requirements and are happy to discuss these with you.

To register your interest and for more information on sponsorship costs please call Clare Day on **0115 977 3928** or email **marketing@nottscc.gov.uk**



Robin Hood Festival Programme

About the programme

- Size: A5
- Print run: 3,000
- Distribution: on sale during the festival
- Artwork deadline: July 2016
- Publication date: August 2016



Rates

Main rate	Full page	½ page
Inside page	£250	£170
Premium space outside back	£300	
Premium space inside front	£275	

All prices are subject to VAT.

Advert Size & Guidelines

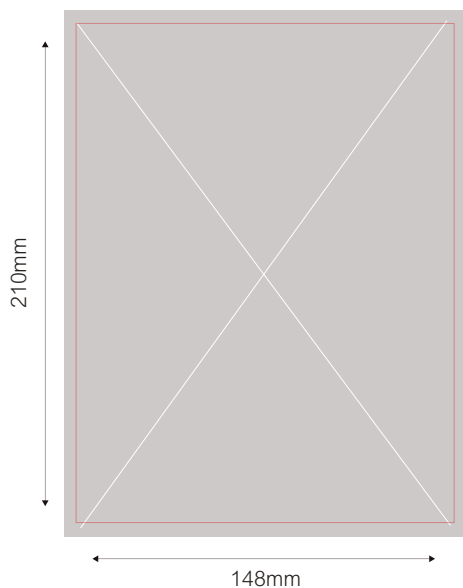
To book and for more information about advertising with Nottinghamshire County Council
Call: 0115 977 3928 **Email:** marketing@nottscc.gov.uk
www.nottinghamshire.gov.uk/advertise

Artwork specifications

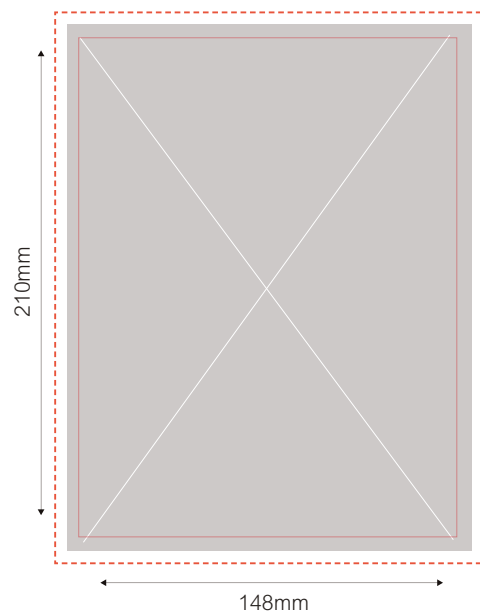
Adverts can be supplied in any of the following formats:

- ▶ EPS file with embedded fonts and images
- ▶ Postscript file with embedded fonts and images
- ▶ Indesign CS files (with fonts, images etc) – Mac files only
- ▶ High resolution (300dpi) PDF file with embedded fonts
- ▶ Four colour process CMYK – all spot colours must be converted to four colour process.

Full Page Inside



Full Page Back + 3mm Bleed



½ Page Inside

