

# HOW LOCAL BUSINESSES CAN SUPPORT MELBOURNE FESTIVAL



## What is Melbourne Festival?

Melbourne Festival is a Festival of Creative and Performing Arts which takes place every September in Melbourne, South Derbyshire. Since its launch in 2005 Melbourne Festival has gone from strength to strength and is now established as a key event in Derbyshire's cultural calendar.

The Festival is an inclusive community celebration organised by volunteer members of Arts Melbourne CIC a not for profit company. The Festival relies on the generosity of the hosts, who open up their homes to artists, local people and visitors alike, and our sponsors who help to fund the event.

The Melbourne Festival Art and Architecture Trail features over 140 selected, professional artists exhibiting their work in 60 private homes, businesses, public spaces and churches. Each year approximately 5,000 people visit the Festival in just two days! Artists demonstrate their skills, buskers perform along the Trail and a special Family Festival ensures plenty of attractions for a broad family audience. The Festival transforms Melbourne creating a blur of colour and excitement with streets packed with people, showing visitors the town at its best.

The Directors and Volunteers from Arts Melbourne CIC have always been committed to providing opportunities for local people to participate in creative activities and support artists throughout the year.

In response to suggestions from artists & local people after the 2021 Festival we leased a building as a home for Melbourne Festival to cement Melbourne's reputation for bringing art to the heart of South Derbyshire. The Creative Melbourne Gallery & Studios opened in Spring 2022 with artists studios, creative hot desks, a gallery exhibiting work by regional artists and opportunities to host creative workshops, talks and events to give a year round Festival feel to Melbourne.

## Who comes to the Festival?

After more than fifteen years Melbourne Festival is celebrating its ongoing growth and success. The significant numbers of people who come to the Festival are made up of local residents and visitors to the area who in turn can provide a considerable economic benefit to local businesses.

Evaluations of nearly 500 postcodes, collected at the 2019 Festival, indicated that approximately 20% of visitors come from DE73, 70% within 25 miles of Melbourne and 10% more than 25 miles away – so not just Melbourne! The profile of Melbourne and its business community is boosted as a direct result of the favourable impression of Melbourne created by the Festival. The Festival provides a prime opportunity to promote your business to potential clients from the surrounding area who are already favourably disposed towards Melbourne and often return to the village following the Festival to visit local businesses.. Supporting the Festival brings an association with a high quality, prestigious family event.

The exhibited artwork is original, of a high standard and feedback indicates that artists sell over £50k each year during the Festival. The Festival takes no sale commission but charges artists a modest fee to cover administration and publicity costs. Local restaurants, public houses and retailers are extremely busy, whilst local churches and charities raise over £10k each year.

We aim to keep entry prices to a minimum offering people of all incomes access to the Trail, concerts, and the workshops, the ticket price for the two day Trail is only £5, under 18's are free. Integral to the event are free activities for children and a programme for young adults. We welcome disabled visitors and wheelchair access is highlighted on the Festival Trail Guide.

Income from artists fees and ticket sales usually raises 80% of the cost of organising the Festival and our year round activities and allows us to carryover a reserve in case of a "wet weekend". The 2020 Festival was cancelled 10 months into planning and in 2021 we went ahead with a smaller Covid-safe Festival in halls and outdoors. We are planning an, almost, full scale Festival this year with no reserves. To survive Melbourne Festival needs support from you and other local companies.



# Please support Melbourne Festival

The Festival is a great value for money opportunity to raise brand awareness through association with a popular, family event. Sponsorship packages are available to suit your businesses needs and budget.

With the opening of Creative Melbourne Gallery & Studios there are also opportunities to support Creative Melbourne by sponsoring Exhibitions, projects and hiring the Gallery to host your companies events. If you would like more information about supporting Creative Melbourne and how we can work together throughout the year, please contact us.

| Benefits for your company   | PREMIUM SPONSOR | MAJOR SPONSOR | SELECTIVE SPONSOR<br>(Concert or activity on Art Trail) | SPONSORS     | CORPORATE FRIEND |
|---|-----------------|---------------|---|--------------|------------------|
| <b>Cost</b>   | <b>£1000</b>    | <b>£500+</b>  | <b>£250+</b>  | <b>£150+</b> | <b>£75</b>       |
| <b>Free Passes for Art &amp; Architecture Trail</b>   | <b>4+</b>       | <b>4+</b>     | <b>4</b>  | <b>2 - 4</b> | <b>2</b>         |
| <b>Listing in Trail Guide (4000+)</b>   | ✓               | ✓             | ✓   | ✓            | ✓                |
| <b>Logo on Trail Guide (4000+)</b>  | ✓               | ✓             | ✓   | ✓            |                  |
| <b>Appearance on Festival website. Including link to website</b>  | ✓<br>+ LOGO     | ✓<br>+ LOGO   | ✓<br>+ LOGO   | ✓<br>+ LOGO  | ✓                |
| <b>Promotion on Festival Facebook page</b>  | ✓               | ✓             | ✓   |              |                  |
| <b>Sponsors name &amp; logo attached to a specific section of the Trail – eg Family Festival, or a Melbourne Festival Fringe event.</b> | BY AGREEMENT    | BY AGREEMENT  | ✓   |              |                  |
| <b>Inclusion in Festival Leaflet (15,000+)</b>  | ✓               | ✓             |   |              |                  |
| <b>Logo on Trail posters (250+)</b>   | ✓               | ✓             |   |              |                  |
| <b>Logo on all house trail number signs</b>   | ✓               | *             |   |              |                  |
| <b>Logo on street banner &amp; road signs</b>   | ✓               | *             |   |              |                  |
| <b>Full press release/photo op</b>  | ✓               |               |   |              |                  |

\*For £500 a sponsor can have their logo on all trail number signs OR the street banner and road signs.

## How to become a sponsor...

Thank you for taking the time to read the information about sponsoring Melbourne Festival. Other packages can be created to suit your company's requirements.

For further information or to arrange a meeting please contact:

Arts Melbourne Office  
Creative Melbourne Gallery & Studios  
Wellington House  
Church Street  
Melbourne  
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