



**SUPERGRASS, FRI 11 JULY 2025**



## **FROME FESTIVAL – 25 YEAR ANNIVERSARY**

**FRI 3 – SUN 12 JULY 2026**

### **SPONSORSHIP PACK**

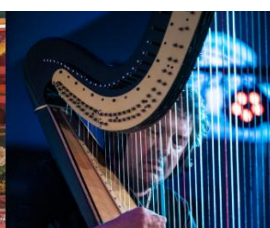
**Frome Festival** is a community arts programme held across 10 days in July every year throughout the thriving market town of Frome. The festival attracts over 30,000 visitors. Due to its diverse programme, it appeals to a wide demographic including families, young professionals, culture enthusiasts, horticulturalists and tourists across the South West and beyond. Our commitment extends beyond entertainment - we actively support emerging artists and local community groups, providing a platform for local businesses and contributing to Frome's reputation as a creative hub.

Last year, Frome Festival hosted 278 events in 56 venues, offering a broad range of arts and culture. In recent years, Supergrass, Newton Faulkner, The Lightning Seeds, David Olusoga, Jenny Eclair & Miles Jupp have performed at the festival. As well starring international performers, over half of the 2025 programme was organised by our local community, showcasing the festival's clear links to Frome's unique arts scene.

Unlike passive advertising channels, festival sponsorship helps create experiential brand interactions. Your organisation becomes part of cherished memories, positioning your brand within positive emotional contexts that drive long term customer relationships and community goodwill.

#### **Frome Festival offers a comprehensive marketing reach**

- >30k festival attendees over ten days
- >15k social media followers – in 2024 / 25, >249k Instagram views with > 72k reach, >18k Facebook page visits
- Digital marketing – >3k mailing list subscribers, over >21k website sessions and >167k website clicks in June 2025
- Print marketing of 15k brochures & wide campaign of posters including GWR Railway posters in major travel hubs
- Year-round brand association through planning and promotion & access to highly engaged local and regional markets



## SPONSORSHIP PACKAGES

### Principal Festival Sponsorship

Available on request

### Principal Event Sponsorship

Value: £2,000+ p/a for multiple year contract for sole sponsorship of one of the following events:

**Frome Festival Food Feast** With a footfall of 4,000, this is one of Frome Festival's biggest and most popular events – a large, outdoor food and music event outside Cheese & Grain

**Hidden Gardens** With 800 tickets sold in 2025, this sees visitors from outside Frome come every year to explore domestic gardens across Frome. Many gardens get over 550 visitors in 2 days

**The Bob Morris Lecture** An annual keynote lecture at the heart of Frome Festival's programme, recent speakers include David Olusoga (selling out 600 seats), William Dalrymple and Kate Williams

**Cryse Morrison Poetry Competition** Dedicated to a famous local poet, this event is rapidly growing in popularity with a competition and prize giving with over 200 national entrants per year

**Frome Festival Treasure Hunt – BOOKED** A long-standing favourite with traditional Festival audiences, an annual competition with participants solving clues across Frome for a prize from the event sponsor

- **New in 2026** Dedicated sponsorship offer page that showcases your business and offers to Festival audiences across your sponsorship period
- Prominent logo placement on event promotional marketing materials
- Business banners at sponsored event
- Shared PR release for new contracts (jointly approved)
- Recognised as Principal Event sponsor across festival social media channels and marketing emails
- One dedicated social media post p/a (jointly approved)
- Dedicated 1/3 page advert in Frome Festival brochure (15,000 distributed across local area)
- Logo link to your website from Frome Festival website on sponsored event page and sponsorship page
- Networking opportunities at annual sponsor & volunteers party post-festival
- Two tickets for up to 6 Frome Festival events (subject to availability)
- Sponsor roundel to display in your business

*"FROME FESTIVAL MADE A SIGNIFICANT ECONOMIC IMPACT TO OUR BUSINESS  
THROUGHOUT THE PROGRAMME"*

**FROME FESTIVAL SPONSOR AND VENUE OWNER, 2023**



## Gold Sponsorship

Value: £500 for 10-month contract (March – December 2026)

- **New in 2026** Dedicated sponsorship offer page that showcases your business and offers to Festival audiences across your sponsorship period
- Web adverts on Frome Festival website (one design across sponsorship period)
- Dedicated 1/6 page advert in Frome Festival brochure (15,000 distributed across local area)
- Opportunity to upgrade to 1/3 page advert for £100
- Logo link to your website from Frome Festival website on sponsorship page
- Networking opportunities at annual sponsor & volunteers party post-festival
- 4 complimentary Frome Festival tickets & 25% discount 4 Frome Festival tickets (subject to availability)
- Sponsor roundel to display in your business

## Silver Sponsorship

Value: £250 for 6-month contract (March – August 2026)

- Web adverts on Frome Festival website (one design across sponsorship period)
- Logo link to your website from Frome Festival website on sponsorship page
- Logo in Frome Festival brochure (15,000 distributed across local area)
- Opportunity to upgrade to 1/6 page advert for £100 and 1/3 page advert for £200
- Networking opportunities at annual sponsor & volunteers party post-festival
- 2 complimentary Frome Festival tickets & 25% discount 4 Frome Festival tickets (subject to availability)
- Sponsor roundel to display in your business

## Bronze Sponsorship

Value: £60 for 6-month contract (March - August 2026)

- Recognition in Frome Festival brochure (15,000 distributed across local area)
- Opportunity to upgrade to 1/6-page advert for £100 and 1/3 page advert for £200
- Link to your website from Frome Festival website on sponsorship page
- Opportunity to purchase web adverts for reduced rate of £100
- Networking opportunities at annual sponsor & volunteers party post-festival
- Sponsor roundel to display in your business

## THANK YOU FOR YOUR CONSIDERATION

If you have any further queries or wish to discuss Frome Festival's work in more detail, please contact:

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**Adam Laughton** Director  
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*"FROME IS A VERY SPECIAL PLACE, AND THE FESTIVAL REFLECTS THE WONDERFUL COMMUNITY  
AND ARTISTIC NATURE OF OUR LOVELY TOWN"*

AUDIENCE MEMBER, 2025

