



FROME 2027 FESTIVAL

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SPONSORSHIP &
SUPPORTER PACK

2027

Registered Charity No. 1120329

FROME FESTIVAL



AN OVERVIEW

Frome Festival is a community arts festival held across 10 days every July, throughout the thriving market town of Frome, attracting over 30,000 attendees annually. 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.

Following our landmark 25th anniversary – a poignant milestone where we honoured Frome Festival's founder's enduring legacy and welcomed a new Director – the festival is entering an exciting new chapter.

Now, more than ever our community backing is vital.

"The sheer range of events & venues – it's akin to a mini Edinburgh Festival!"

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ABOUT THE FESTIVAL

2026 was our biggest year yet, with 300 events across 50+ venues, with multiple sell-out shows, exceptional community engagement, and broad regional press coverage.

In 2026, over 50% of events were priced free or under £5, ensuring accessible arts for everyone. The Festival offered a broad range of arts and culture with local and world music performances, as well as celebrating heritage, learning, and local storytelling through educational events ranging from creative workshops and historical talks, to wellbeing sessions and walks. Younger audiences enjoy hands-on family-friendly activities and evening experiences mean everyone is out all throughout the week.

In past years, incredible acts such as Supergrass, Newton Faulkner, Kiki Dee, The Lightning Seeds, Sir Tony Robinson, David Olusoga, and Jenny Eclair & Miles Jupp have performed during the Festival.

As well as welcoming international performers, a large portion of the programme is organised by our local community, showcasing the festival's roots in Frome's unique arts scene.

"Walking down to Cheap Street with the Tashi Lhunpo monks... Didn't expect to have the opportunity to do this in Frome!"

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WHY SUPPORT US?

Frome Festival offers comprehensive marketing reach, generating **over 1.5 million views** across our digital channels in 2026, an ever-growing audience and big ambitions for the coming years.

OUR IMPACT

Unlike passive advertising channels, festivals help create experiential interactions, positioning your brand within positive emotional contexts that drive long-term customer relationships and community goodwill. Your support directly safeguards Frome's cultural identity by championing local artists and organisers, enriching our community arts scene, and investing in the vibrant creative heartbeat of our town.

2026 STATS

- Over **30,000** festival attendees
- Over **1.5 Million** Content Views across our social media channels
- Over **3,000** mailing list subscribers
- Over **54,000** website visitors with **329,000+** total site interactions
- 61% website engagement rate

"The streets come alive! Such a buzz during the time it is on."

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COMMUNITY

POST-FESTIVAL SURVEY INSIGHTS

- **72%** of respondents agree the Festival makes them **feel prouder to live in Frome**.
- **76%** agree the festival **introduces them to new art, music, or cultural experiences** they wouldn't otherwise see.
- **67%** state that attending Festival events **improved their overall sense of well-being and community connection**.
- **89%** are repeat attendees, with **42%** attending for 10+ years.
- **74%** of attendees participate in **3 or more events** during Festival week.
- **28%** of surveyed attendees travel into Frome from surrounding regions.

"I see the town in a whole different perspective, it becomes very rich and vibrant and happening."

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PACKAGE FEATURES

GOLD SUPPORTER - £500

Brand recognition & exposure with dedicated support showcasing your
business to Festival audiences

Dedicated 1/6 page advert in Frome Festival brochure

Optional brochure upgrade to 1/3 page advert for £100

Adverts on the Frome Festival website

Logo with link to your website on our Sponsor & Supporters webpage

4 x complimentary Festival tickets (subject to availability)

Networking at our post-festival Partners evening

Official Festival Supporter window sticker to display in your business

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SILVER SUPPORTER = £250

Brand recognition & exposure with enhanced logo in marketing materials

Logo included in the brochure

Optional brochure upgrade to 1/6 page (£100) or 1/3 page (£200) advert

Adverts on the Frome Festival website

Logo with link to your website on our Sponsor & Supporters webpage

2 x complimentary festival tickets (subject to availability)

Networking at our post-festival Partners evening

Official Festival Supporter window sticker to display in your business





BRONZE SUPPORTER = £60

Brand recognition & exposure across general marketing materials

Optional brochure upgrade to 1/6 page (£100) or 1/3 page (£200) advert

Opportunity to purchase web adverts at reduced rate of £100

Link to your website on our Sponsor & Supporters webpage

Networking at our post-festival Partners evening
Official Festival Supporter window sticker to display in your business

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LOOKING FOR GREATER IMPACT?

This year, we're introducing bespoke, higher-tier sponsorship packages tailored to your brand's objectives, including headline and event-specific partnerships.

Partnering with us gives your organization year-round visibility through a revised marketing campaign across print and digital, as well as direct access to a highly engaged local and regional audience.

Get in touch to discuss how we can partner to shape Frome's cultural future.

Contact:

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**THANK YOU FOR
YOUR CONSIDERATION**

