



**September 29 2018**

Sponsorship menu

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This year's will be the third Whitegold Festival, and it's going to be bigger, better and more present across town than ever. The Festival comes after the peak holiday season and draws hundreds into St Austell, as well as attracting local people and encouraging them to spend more time in the town on a Saturday afternoon. Together, we can turn those hundreds into thousands.

This year the Festival takes place in mid-September and will spread right across the town centre: **with your help**. See the Festival Map on back page.

We are asking you to think about simple ways in which you and your business can help celebrate the rich heritage of china clay and encourage Festival-goers to engage with your business in the process. We'll fill the town with artists, artisans and craftspeople, street performers and brass bands. You need to come up with something to build on the buzz: it might be a special food offering, or a Festival discount, or you might sponsor a stall in Fore Street, or even have a stall yourself.

And we also need bigger sponsors from the business and wider community. Your business will have a prominent place within the Festival's marketing and promotion. Visit [whitegold.org.uk/makeithappen](http://whitegold.org.uk/makeithappen)

## Level 0

# £0

*For independent retailers, artist studios, etc.*

Get involved by:

- dressing your window or hosting a guest artist for the day
- offering a special discount just for Festival day
- offering a special product/item for Festival run-up and day

You will receive:

- Festival stickers and badges for you and your business

*At a cost you control, Level 0 helps your business to feel part of the festival, helps attract visitors into your shop or business, and helps animate Fore Street and other spaces in town along the Festival route (see back page for map).*

## Level 1

# £75

*For independent retailers, artist studios, etc.*

Be a Level 1 sponsor and get directly involved by dressing your window or hosting a guest artist for the day

You will receive:

- a listing in the Whitegold Festival 2018 programme
- a listing in the Whitegold Festival 2018 website
- Festival stickers and badges for you and your business

*At quite a small cost, Level 1 helps your business to feel part of the festival, helps attract visitors into your shop or business, and helps animate Fore Street and other spaces in town along the Festival route (see back page for map). If you send us the information with a good picture we will also publicise your contribution on the Whitegold website ([whitegold.org.uk](http://whitegold.org.uk)) AND we'll add your logo and business information to the programme and website.*



## Level 2

# £500

*For independent retailers, artist studios, etc.*

Just be a sponsor, or get directly involved by dressing your window or hosting a guest artist for the day and receive:

- a listing, logo and QR code in the Whitegold Festival 2018 programme
- a listing, logo and QR code in the Whitegold Festival 2018 website
- Festival stickers and badges for you and your business

*This level of sponsorship gives you Official Festival Sponsor status., Level 2 helps your business to feel part of the festival, helps attract visitors into your shop or business, and helps provide us with the funding we need to create a successful and engaging event. You will be featured as a Festival Sponsor.*

## Level 3

# £2,500 - £5,000

Be a **Primary Festival Sponsor** and support a particular component of the Festival and get:

- a listing, logo, QR code and profile as Primary Festival Sponsor in the Whitegold Festival 2018 programme
- a listing, logo QR code and profile as Primary Festival Sponsor in the Whitegold Festival 2018 website
- your logo on main Festival banners
- Festival stickers and badges for you and your business

*Step up to the place and associate your business with the Whitegold Festival as a Primary Sponsor. By doing so you associate yourself with the feel-good Festival factor, and identify your business as one making investments in the community to improve lives and place. There will only be two or three opportunities for Primary Sponsors.*

## Clothing sponsor

# £1,500

For larger companies

Sponsor our crew outfits, and receive some for yourself for giveaways and receive:

- a listing and logo in the Whitegold Festival 2018 programme
- a listing and logo in the Whitegold Festival 2018 website
- your logo on the clothing items
- 100 T-shirts for giveaway & 100 baseball caps for giveaway

*A special way to associate your company with the feel-good Whitegold Festival. Your logo will be worn by the teams of support crew and volunteers, either on a T-shirt or on the premium Crew Baseball Cap. Your logo will be printed onto T-shirts and embroidered onto the baseball cap. The funds will help pay for these items, provide you with merchandise to give away, and help support the general work of the Festival.*

## Stage sponsor

# £2,000

Sponsor one of the two main stages. You will receive:

- a listing and logo in the Whitegold Festival 2018 programme
- a listing and logo in the Whitegold Festival 2018 website
- your logo on the stage you've sponsored
- Festival stickers and badges for you and your business

*Another special way to associate your company with the feel-good Whitegold Festival. Your logo will be on the main stage banner and thus will be a prominent feature associated your business with the entertainment on the two stages. Your support will help pay for the artists, musicians, storytellers and others who will be appearing on each of the stages.*



**Site 1:** Main stage, Opening Ceremony, live music and interviews, Radio St Austell Bay, demonstrations, clay oven cooking, craft stalls, artist workshops, workshop/activity for children by Wheal Martyn. Brass/Silver band performance from one (or more!) of the clay town bands. Launch event for Whitegold Ceramic Prize (see separate document).

**Site 2:** craft stalls / demonstrations

**Site 3:** These are a mixture of craft stalls and demonstrations (in the few places that can take a 3mX3m gazebo) and mini performance 'stages' featuring a roving street performance programme. (Demonstrations requiring power and water will happen at Site 1.)

**Site 4:** This area depends on traffic/street logistics and the availability of the church and grounds. May include exhibition in Market House. To promote its jazz series, we'll Restormel Arts to put on a jazz concert (ideally outdoors with church as fallback wet weather site). There could also be craft stalls and demonstrations here. Performance by clay country brass band(s).

**Site 5:** Biddick's Court tile installation / public workshops (Parasite)

**Elsewhere:** In one (preferably large) empty shop either on Fore Street or in White River Place: indoor exhibition (CC students and PCA students) and artist workshops. Guest talk.

Also at other sites in town

## Whitegold Festival - 29 September 2018