



**BEER FESTIVAL
SPONSORSHIP PACKAGES**

CELEBRATION STANDISH



Background

As Greater Manchester (Standish) Deputy Lord Lieutenant, Martin Ainscough CBE, a recognised supporter of a number of charities, wanted to create an event for the people of Wigan and Standish to take part in the National Commemoration of the Queen's Platinum Jubilee over the Bank Holiday Weekend 2nd-5th June 2022.

With Martin's support, Standish charity My Life are hosting four days of celebrations for the Standish community and the whole of Wigan to get involved in, in line with national festivities!

My Life works with people of all ages and abilities who need support to live a good life, including people with disabilities, ill health or age-related problems, and people who generally feel lonely or isolated within their communities.

Any funds raised will go towards My Life's important work, as well as to the Standish Community Fund, making further events for the local community possible, preventing social isolation by connecting people with their communities.

This will be the biggest four-day event ever to come to Standish, with an expected audience of over 10,000 people and assistance from local business, in the form of sponsorship, is essential to its success.

With traditional Beacon lighting, vibrant carnival procession, Food and Beer Festival, artisan stalls, 'Day at the Races,' live bands and entertainment and much more, a wealth of exciting sponsorship opportunities are available.

As a sponsor, you can be safe in the knowledge that you have supported people to have a better life and had a positive impact on the community, as well as benefitting from a unique advertising opportunity, free Sponsor's Hour, Sponsor's Buffet and advanced entry to the Beer Festival.

Complementary VIP Sponsor's Hour and Buffet - Friday 3rd June from 12.30pm

Exclusive to our sponsors, you'll be able to enjoy our complimentary ale bar ahead of the Beer Festival's grand opening as well as a complimentary buffet to enjoy with your colleagues or guests.

Beer Festival Main Sponsor

£1000

The Beer Festival's Main Sponsor will take centre stage at the Beer Festival. As the biggest sponsor of this part of the celebrations, your organisation's name will be most prominently positioned, headlining with two 10m x 1m banners, one above the main entrance to the venue and one above the stage in the centre of the arena. Your logo will also be advertised on 400 T-shirts worn all weekend by staff and supporters, as well as being on sale to the public.

2 x Banner (10m x 1m)

400 x T-shirt logo advertising – with Main Sponsor logo positioned top left chest or a larger logo on the back, your choice

10 x Complementary Sponsor's Buffet tickets

10 x Complementary Ale Bar tickets

Full page advert in the Beer Festival Programme

Bar Sponsorship (Ales)

£800

Bar sponsorships will also take prime position at the Beer Festival. As sponsors of the largest bar at the festival, your organisation's name will be most prominently positioned with a 10 x 1m banner above the Real Ales Bar. Your logo will also be advertised on 400 T-shirts worn all weekend by staff and supporters, as well as being on sale to the public.

1 x Banner (10m x 1m)

400 x T-shirt logo advertising – with your logo positioned in a prime spot on the T-shirts

8 x Complementary Sponsor's Buffet tickets

8 x Complementary Ale Bar tickets



Bar Sponsorship

Gin Bar, Lager Bar, Cider Bar and Prosecco Bar

£600

Be a sponsor of one of the other hugely popular bars at the Festival. Bar Sponsors will also have their company name prominently displayed above the bar, with your organisation's name advertised as a sponsor on a 3m x 1m banner above your chosen bar.

Additionally, our Bar Sponsors receive 6 free tickets to the VIP Sponsor's Hour on the Friday afternoon.

1x Banner (3m x 1m)

6 x Complementary VIP Sponsor's Hour tickets

6 x Complementary Sponsor's Buffet tickets



Glass Sponsorship

£600

Glass sponsorship is a fantastic package for those wishing to support the Jubilee celebrations! Glasses will be given to those attending the Beer Festival, used continuously throughout the day and even taken home by customers. This means strong visibility for your organisation throughout and beyond the festivities.

Our glass sponsors will also receive six free tickets to the VIP Sponsor's Hour on the Friday afternoon.

500 x Printed logo advertising on event glasses

Advert in Beer Festival Programme

6 x Complementary VIP Sponsor's Hour tickets

6 x Complementary Sponsor's Buffet tickets



T-shirt Sponsorship

£300

T-shirts will be worn throughout the Beer Festival by all staff and volunteers, which means your logo will be prominently visible at the bar and throughout all areas of the Festival. This package is a strong advertising opportunity and is great value for money!

Our T-shirt sponsors will also receive an invite to our VIP Sponsor's Hour on Friday afternoon.

400 x T-shirt advertisements

6 x Complementary VIP Sponsor's Hour tickets

6 x Complementary Sponsor's Buffet tickets



Barrel Sponsorship

£200

Looking for something a little different to sponsor at the event? Our Barrel Sponsorship package offers a unique opportunity for you to sponsor a popular beer at the event, or your favourite tippie! Your logo will be displayed on a barrel for the duration of the Beer Festival.

You will also be invited to the VIP Sponsor's Hour on Friday afternoon.

1 x Barrel Sponsorship

4 x Complementary VIP Sponsor's Hour tickets

4 x Complementary Sponsor's Buffet tickets





For more information about the Wigan and Standish Queen's Platinum Jubilee Weekend event please call 01257 472900 or email info@my-life.org.uk.