

# Sponsorship proposal



August 2017

The 2017 Reepham Food Festival was an undoubted success. We were blessed with fine weather which helped our stallholders and brought out the crowds. Our opening and closing events were well attended and much enjoyed, contributing to our objective of community involvement.

The Square, Gardens and Primary School were full for much of the day, with some 500 people of all ages attending at any one time.

We estimate total visitor numbers at 1500.

The Festival has received excellent reactions so Reepham Rotary Club has agreed to organise the 2018 Festival on **27 May 2018**. As well as repeating the successful elements of 2017, we have plans for new ideas next year.

**We hope you will be able to become a sponsor our next festival.**



## Highlights of 2017

### Masterchef at Reepham High School

On May 12, ten finalists cooked two courses of their design under the watchful eyes of judges Terrance Isaac-Griffiths and Gary Dyos of our education sponsors Nourse Catering.

### Cocktails and Canapés

Saturday night's Canapés and Cocktails were sponsored by Holden Volvo. 120 people enjoyed sensational canapés from the kitchens of the Dial House served by the team from Reepham High School. The bar, ably managed by Rotary members, proved extremely popular.

### Busy market stalls

From early on Sunday morning, our stallholders began to arrive in the Market Square, mirroring a tradition that goes back 740 years when local producers would have bought their wares to sell. Our visitors browsed through all sorts of tempting tastes - with many new ideas for enjoying food.



### **New ideas and competitive cooking**

Demonstrations in the marquee were generously sponsored by Sowerbys and Hansells. Charlie Hodson and his Norfolk Food Heroes gave us loads of new ideas and techniques: from low cost meals for young people setting up their first homes to eastern flavours from local ingredients and how to make the perfect pork pie.

Highlight of the afternoon was the 'cook-off' between Roger Holden of Hansells and Lucy Downing of Norfolk Country Cottages, with much practical help and the encouragement of noisy supporters. The result was declared a draw.

### **Supper in the marquee**

We rounded Sunday off with a supper of local ingredients served by the High School team with a bar by the Panther Brewery. Sausages from Swannington Farm to Fork and puddings from pudd'Eng made this a really local event for more than 80 people; kindly sponsored by Poultex Ltd.



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## **New for 2018**

While the 2017 Festival was a great success, we have found opportunities to improve and add new features for 2018.

### **More music**

Guests appreciated the music from Reepham High School students at the closing supper and the jazz band kindly provided by the Kings Arms. For 2018 we will be working with the school and professional musicians to add more enjoyment to the day.

### **More farming and careers**

We are working with local farmers and farming organisations to explain more about the business of farming and the connection to the food on our plate. This will include news for young people about careers in food and farming.

### **More gardens**

Reepham Primary School is making a Japanese garden for next year. We aim to have more information on vegetable growing with plant sales.

### **More stalls**

The stallholders reaction to our first festival was very positive. Many have indicated that they will be with us again for 2018 and have been talking to others so we can widen the offers to our visitors.

### **Refreshed events**

We will add more local producer involvement and musical entertainment to our opening and closing events.



## Sponsorship opportunities

We would be delighted to talk to organisations who are interested in exploring the following opportunities.

### *General event sponsorship* **£200.00**

Businesses who would like to be associated with the festival will be acknowledged with logo and mention in the programme, 3000 of which will be distributed through tourist and retail outlets as well as throughout the town. There will be listing and link from our website and material to display in your business.

We also have the following selected packages for sponsors who could gain from greater exposure.

### *Premier event sponsor* **£ 2,000.00**

The event will be named for this sponsor. The name of the sponsor will be incorporated into all publicity and posters. A full page of advertising will be provided in the guide and on the website. Six tickets to all events will be supplied to your guests.

### *Cookery demonstrations* **£ 1,000.00**

A full programme of demonstrations will feature local chefs of note who will provide demonstrations of dishes which can be prepared from local ingredients. Sponsor will be credited in all publicity about the demonstrations and prominently on the demonstration stage. A full page of advertising will be provided in the guide and on the website.

### *Education and schools* **£ 700.00**

As well as the Masterchef competition, activity will again focus on the Primary School, with more fun science, demonstrations and education about food. We also aim to provide information about courses and careers in food and farming. Sponsor will be credited in publicity and prominently at the location. A full page of advertising will be provided in the guide and on the website.

### *Farming and food* **£ 700.00**

The provenance of our food is an increasing issue. We will work with local farmers on displays, exhibits and competitions to explain and promote their work. Sponsor will be credited in publicity and prominently at the location. A full page of advertising will be provided in the guide and on the website.

### *Opening event* **£ 500.00**

An opening cocktails and canapés evening will be held in the town square on the Saturday evening. This will be a ticketed event to include supporters and guests. Sponsors will be credited in publicity, on the website, event tickets and in the marquee. A half page of advertising will be provided in the guide and reference on the website. Four tickets will be supplied for your guests.

### *Closing supper* **£500.00**

The supper will be in the town square on the Sunday evening. This will be a ticketed event aimed at local residents and festival supporters. Sponsors will be credited in publicity, on the website, event tickets and in the marquee. A half page of advertising will be provided in the guide and reference on the website. Four tickets will be supplied for your guests.



Can you help

To discuss how sponsorship can work for you, please call Andrew Egerton-Smith on 01362 850979 or Richard Cooke on 07889 036 852.  
email

[sponsorship@reephamfoodfestival.org.uk](mailto:sponsorship@reephamfoodfestival.org.uk)

**Where the money goes**

We aim to ensure the best possible experience for our guests and stallholders.

The main areas of expenditure are

- Marquee and demonstration equipment
- Logistics, health and safety
- Publicity and information

In all we need to raise £12,000 to put on a festival.

We raise funds through local authority grants, stall fees, programme advertising and event tickets.

**Sponsorship ensures that we make entry free and keep down costs for our exhibitors.**

**Partners**

Many Reepham organisations took part or helped with arrangements: Schools, Scouts, Young Farmers, WI, Chamber of Commerce, Country Market and Reepham Town Council.

**Publicity**

The 2017 festival was extensively advertised with flyers in tourist information points and local outlets and posters around the town. 3000 copies of our programme, listing all sponsors and exhibitors were distributed in local outlets and on the day. Banners and posters also drew in visitors.

We have an active presence on Facebook and Twitter to spread the word and carry last minute news. The festival has its own website which carries useful information for visitors and details of all sponsors and exhibitors.

Advertising slots are also available in the programme.

Main sponsors are prominently displayed on our cookery stage. We are happy to work with our sponsors on other mutually beneficial ideas.



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