

LANCASTER

Festa Italia 2019

SPONSORSHIP



OVER 30,000
FOOTFALL
IMPRESSIONS
IN 2018

74% BUSIER
THAN AN
EQUIVALENT
SUNDAY

PRINTED MEDIA
ADVERTS
REACHING
250,000+

RADIO ADVERT
REACHING UP
TO 8.2 MILLION
LISTENERS

MAKING A WELCOME RETURN TO THE CITY ON SUNDAY 8TH SEPTEMBER 2019, FESTA ITALIA OFFERS A UNIQUE OPPORTUNITY TO PROMOTE YOUR BRAND TO A WIDE AND DIVERSE AUDIENCE.



ONE OF
LANCASTER'S
BUSIEST EVENTS
OF THE YEAR

SUPERCARS,
STREET FOOD,
ENTERTAINMENT
AND MORE!

SOCIAL MEDIA
REACH OF
175,000+

ATTENDEES
FROM ACROSS
LANCASHIRE,
CUMBRIA &
BEYOND

SPONSOR THE UMBRELLA CANOPY

The Italian themed Umbrella Canopy returns to New Street throughout the summer. Sponsor logos feature on banners in prime city centre locations throughout the summer months.

£300+VAT 20% discount for BID zone businesses and not-for-profits

**£495
+VAT**

BRONZE EVENT SPONSOR

- Your logo on flyers and media adverts for the event
- Boosted Social media posts highlighting your support
- Quarter page advert in event programme

**£995
+VAT**

SILVER EVENT SPONSOR

All the benefits of the Bronze Package plus:

- Half page advert in event programme
- Logo on event banners in prime locations
- FREE inclusion as sponsor on Umbrella Canopy Banner (worth £300!)
- Free standard marketing pitch for your business at the event

**£1,995
+VAT**

GOLD EVENT SPONSOR

All the benefits of the bronze and silver packages plus:

- Full page advert in event programme
- Free large marketing pitch for your business at the event
- Advert on Heart FM and Smooth Radio 'Lancaster Festa Italia brought to you in partnership with YOUR BUSINESS'

LOOKING FOR SOMETHING DIFFERENT?

There are plenty of unique options available for your business. If you don't see what you're looking for, we're happy to make a bespoke package to fit your requirements.

**BAR
SPONSOR**

STAGE SPONSOR

**'BAMBINO' KIDS
ZONE SPONSOR**

**VEHICLE DISPLAY
SPONSOR**

If your budget is tight you can still get involved with adverts in the Festa Italia programme starting from just £40 + VAT.

So what are you waiting for? Contact the Lancaster BID team on **01524 590650** or **info@lancasterbid.org**