



Sponsorship Opportunities 2019

www.ShepleySpringFestival.com



What is Shepley Spring Festival?

Shepley Spring Festival is an annual 3 day celebration of traditional music, song and dance.

Started in 2007, the festival has developed a national and international profile as well as being a community led and community based event.

We are a small, friendly, family orientated event expecting to attract about 1000 visitors this year.

Our aim is to celebrate the very best of traditional music and dance from Britain and beyond, showcasing some of the most well own artists of the folk music genre but also offering a platform for aspiring young musicians to perform on the same stage.

In 2019 we are inviting groups and individuals from Lancashire, London, Cornwall, Scotland and France as well as performers who live in Shepley and other villages and towns in Yorkshire.

As organisers, we are passionate about the music, the dance, the tradition, keeping it alive and passing it on to the next generation.

An £80 weekend ticket allows the festival goer in to all and any of the 30 concerts and workshops with over 60 hours of music on offer over the 3day event. All accompanied under 16s are free. We offer concessionary rates for some visitors including accompanied 16/17 year olds, students, senior citizens, and disabled people who also qualify for a free carer ticket. If you are not able to stay all weekend it is possible to get a day ticket starting from £15 or to work as one of our 60 volunteer stewards.

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The Venue

The festival is moving in 2019 from its previous location in Shepley village to a new home at Storthes Hall Park, Kirkburton with the concerts, bar, food stalls, craft fayre and children's activities all based at 'The Venue'.

Camping for weekend ticket holders is in the grounds adjacent to the site and other activities spill out into the pubs in local villages.



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Why are we looking for Sponsorship?

Shepley Spring Festival is a company limited by guarantee. The annual event is organised by a small group of volunteers, none of whom benefit financially from the event. Members of the group all have daytime employment and planning the festival is an enjoyable but time consuming activity.

Shepley Spring Festival is a successful brand.

It brings visitors to the area from across Britain.

Those visitors spend money on hotels, local shops, restaurants and pubs and some stay on after the festival to extend their holiday in our area.

The festival also attracts a local crowd, mainly to the daytime activities.

However like all other arts organisations and events we rely on grant funding and sponsorship to be able to stage the event.

Staging the event in 2019 will cost approximately £30,000.

Young musicians waiting backstage at the Children's Showcase



Friday night with the young Albion Band 2012

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Costs of the Festival

Some of these costs are obvious to our festival goers, artist fees, sound and lighting and toilets.

However other costs are not immediately apparent...artist accommodation, paramedic first aid cover, festival insurance, music license, tickets, accountancy, marketing and advertising make up a large hidden proportion of the final bill.

We have benefitted from a small amount of local authority funding in the past and successful bids to funders such as The East Peak Innovation Partnership and the Cooperative Dividend Fund.

We have also had very generous sponsorship from some local companies. In order not only to maintain the festival but to be able to offer the consumer a great product in our new location we are now seeking new business sponsorship.

This would include ensuring that we are able to invite artists to attract more national visitors, adding another performance marquee on site providing greater choice for our visitors, inviting top quality family entertainment to the showground area. E.g. the successful Panic Circus and associated circus skills opportunities and shows travels from North Wales. They are the best in the industry and regularly are the main feature of the Kidz field at Glastonbury festival.

Artists in the world of traditional music do not command the high fees of pop musicians but still they are professional musicians and need to cover their expenses. To play at the festival involves at least 2 days away as artists travel to the event, sound check and play on stage. In order to do this artists require overnight accommodation.

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Inside the Panic Circus tent, Shepley 2010

Festival Patron singer and guitarist Jack Rutter



SHEPLEY SPRING FESTIVAL

How can we help each other?

By supporting us we can offer you or your clients tickets for the festival and advertising both on our website and in our festival brochure.

We are looking for support for the following costs at the festival.

MAY 17 - 19th 2019

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Sponsor a stage £5000

includes staging, lighting, and PA hire

- 15 weekend tickets for yourself or your clients
- Drinks reception
- Full page colour ad. back page in festival programme
- Logo prominent on all our advertising
- Stage sponsored by....in festival programme
- Your Company banner on stage throughout the weekend.
- Web link
- Other benefits, negotiable

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Sponsor our festival drinks containers £2000



Your Brand in the hand of everyone at the festival

It is increasingly important that we do not create mountains of waste and nowhere more so than at festivals.

People will be taking their drinks outside or back to their tents and caravans so we will not be able to serve them with the usual bar glasses.

Reusable polythene drinking vessels have been used by events for several years now and Shepley Spring Festival would like to offer these reusable, refundable eco cups at our festival this year.

Your logo could be going home with each of our visitors as a permanent reminder of our event and your product.

- 8 weekend tickets for yourself or your clients
- Drinks reception
- Full page advert in festival programme
- Logo on our advertising
- Your company logo on every beaker sold at the festival
- Web link

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Sponsor our Festival wristbands £350

Fabric wristbands with our festival branding and your company branding will cost £350.

Shepley is at the start of the festival season and some of our visitors will wear their wristbands with pride, some of them all summer.

Your company name could be there too.

- 4 weekend tickets for yourself or your partner
- Drinks reception
- ½ page advertisement in the festival programme
- Logo on your advertising
- Your company logo on every festival wristband

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Taken by
Kirklees College



Sponsor an emerging artist - £300

Talent spotted, each of these acts is prepared to come for minimal expenses to get noticed and have the opportunity to appear on the main stage alongside more well known artists.

Our emerging artists 2019...

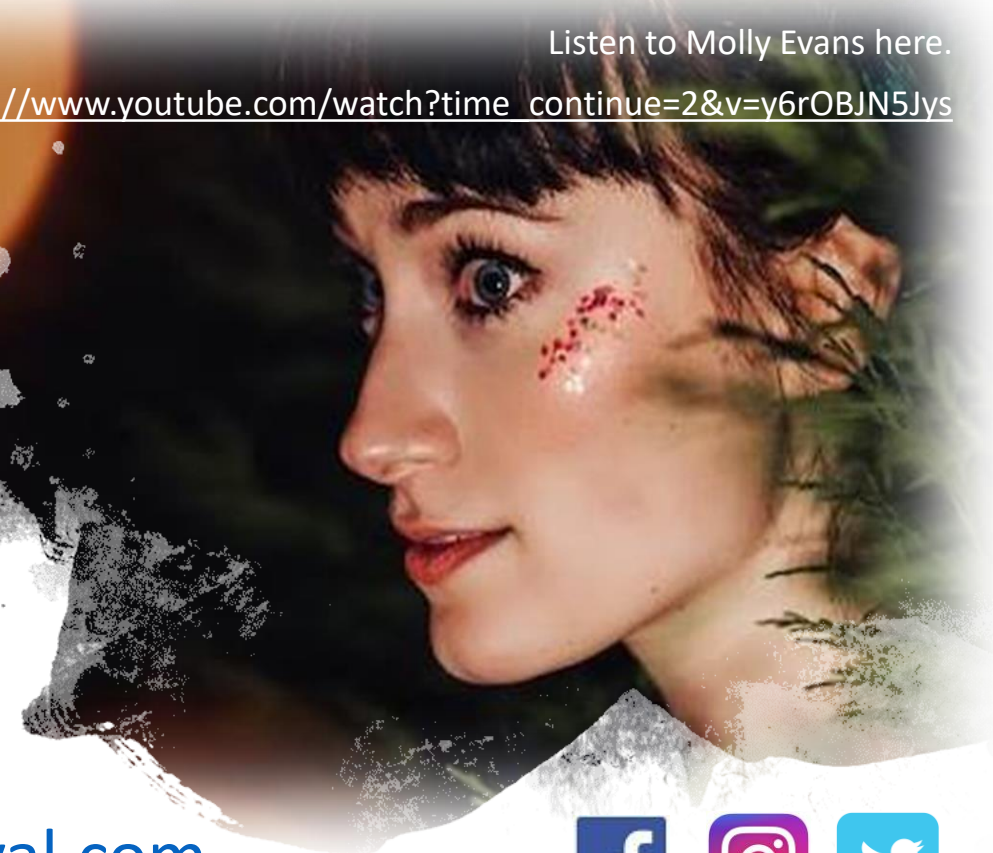
- **Molly Evans** (young singer from Cheshire currently living in Sheffield)
- **Musicians from Leeds College of Music Folk Degree**
- **Winner of the St. Albans New Roots competition** (competition held in April, performer tbc)
- 4 weekend tickets for yourself or your clients
- Drinks reception
- ½ page advert in festival programme
- Logo on our advertising
- Artist sponsored by.....in festival programme
- Web link

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Listen to Molly Evans here.

https://www.youtube.com/watch?time_continue=2&v=y6rOBJN5Jys





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Sponsor a headline artist - £1500

Well known nationally and/or internationally in their genre. Artists that will draw in visitors to Shepley Spring Festival from across the country.

This year our headline artists are.....

- **Edward II** (6 musicians from across the UK)
- **Topette** (Anglo French 5 piece band)
- **Belshazzars Feast** (English song and instrumental duo)
- **Lady Maisery** (Female English song and instrumental trio)

- 10 weekend tickets for yourself or your clients
- Drinks reception
- Full page colour ad. in festival programme
- Logo on our advertising
- Artist sponsored by.....in festival programme
- Web link





Edward II, are an English roots band that uniquely blend the rhythms of the Caribbean with traditional songs from the British Isles. The band does gigs featuring songs old and new and special events and is also contemplating a new set of songs which, with a bit of luck, should be recorded and released at some point in 2019. Edward II are upbeat, and with rock-steady rhythms, blazing horns, fabulous harmonies and fiery melodeon melodies, they continue to amaze audiences across the UK and Europe.

https://www.youtube.com/watch?v=KyC5P_aZ-Kw



Headline Artists Edward II (England)

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Born out of friendship, the five-piece Anglo French band play naturally social music – for filling dance floors, for listening, for drinking with friends – but don't expect it to merge into the background. This is raunchy, up-all-night, joyously jugular-grabbing dance music.

https://www.youtube.com/watch?v=blt_rHL7Hr4



Headline Artists Topette!

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Headline Artists Belshazzar's Feast

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Belshazzar's Feast have been to Shepley several times their music and their humour are a delight and we are pleased to ask them back again. As a singer, oboist, violinist, composer and arranger Paul Sartin performs and records extensively. He edits publications of music manuscripts, delivers workshops, and is Consultant and Director of the Andover Museum Loft Singers. Having gained an Honours Degree and Choral Scholarship at Oxford, he gained a First for his Masters in Traditional Music, and in 2007 received a 75th Anniversary Award from the English Folk Dance and Song Society. His recent composition, 'The Hartlepool Monkey', for Streetwise Opera, was nominated for a BASCA award. Paul Hutchinson is a superlative accordion player with a unique style inspired by church organ music, violins & concertinas!

<https://www.youtube.com/watch?v=VXby3MX2m1c>





In an English folk scene currently bursting with bold and innovative folk music, vocal trio **Lady Maisery** shine brightly. With their unique approach to harmony singing, intelligent and thoughtful arrangements of both traditional repertoire and original compositions, Hazel Askew, Hannah James and Rowan Rheingans harness and celebrate their united voice. Whether unearthing a feminist twist hidden in a traditional tale, delivering a poignant anti-war ballad, or showcasing their immense multi-instrumental talents in original compositions that draw on a myriad of musical influences, Lady Maisery are skilful explorers of the power, beauty and vitality of song. Over the last five years, the trio have toured widely, performing sell-out shows across the UK and Europe.

<https://www.youtube.com/watch?v=DfwLn9v2Yl4>



Headline Artists Lady Maisery

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