

Simmer Down Arts
presents



2022 SIMMER DOWN INTERNATIONAL FESTIVAL BIRMINGHAM

FREE FAMILY FUN DAY
MUSIC & ARTS FESTIVAL

SPONSORSHIP PACK

The fastest growing and one of the most diverse festivals in the UK.
Attracting an audience of over 20,000 people and celebrating the UK's
rich cultural diversity through music and arts.



PROGRAMME

At the heart of Simmer Down International Festival is a celebration of diversity and the role that music - not exclusively reggae - has played in making communities together.

The programming for each Festival recognises the central role reggae has played in making Birmingham an international city of diversity and culture. It also incorporates other musical genres, ensuring the audience gets to see an exciting mix of bands and music that broadens their experience.

Simmer Down proactively celebrates the diverse musical landscape that makes up Birmingham.

Previous headline artists include Ken Booth, Aswad, Half Pint, Tippa Irie, Steel Pulse, Apache Indian, Musical Youth, Maxi Priest and Inner Circle

AUDIENCES

Simmer Down is programmed and designed to attract audiences of all ages and cultures, bringing together the diverse communities of Birmingham in a positive celebration of music and culture.

Simmer Down has been very successful in attracting large numbers of local people as well as from across the West Midlands region and beyond, whilst still retaining the feel of a community event

The audience is a mix of local families looking for a fun day out and music fans from further afield wanting to see their favorite performers play. In the last ten years, Simmer Down's audience has grown from 2000 in 2010 to 15,000 in 2015, with over 22,000 in total attending throughout the day (figures provided by the security company responsible for health and safety).

SPONSORSHIP PACKAGES

As a sponsor of Simmer Down you will become associated with a popular and established festival that attracts large numbers of people to a positive and fun day of music and the arts.

We offer a range of levels of sponsorship starting from £150 and can tailor any package to your requirements.

Simmer Down seeks to have long lasting and mutually beneficial relationships with sponsors and would welcome relationships that last for more than one year at a time.

THE SIMMER DOWN KEY MESSAGES

- Showcase international reggae artists to audiences in the West Midlands and beyond
- Nurture and develop local talent on the national and global stages
- Bring communities together across the divisions of ethnicity, age and class
- Broaden the horizons, aspirations and opportunities of young people locally



TARGET AUDIENCE

Families and festival goers of all ages and cultural backgrounds. Simmer Down's consistent intercultural programme reaches the broadest cross section of the community and is unusual in attracting a very diverse audience including African Caribbean, Asian, White UK and other European communities.

Target audience in 2019 was 15,000 and it was estimated that throughout the day there was over 20,000 attendees. This will continue to be achieved through programming headlines acts similar to those in previous years.

SIMMER DOWN INTERNATIONAL FESTIVAL

To be a sponsor of Simmer Down is to be involved with an unforgettable day of performances across 3 live arenas from internationally acclaimed Jamaican reggae superstars and UK-based artists, showcased alongside incredible dance troupes and youth performances. Located in the attractive surroundings of Handsworth Park there are also arts and dance workshops, children's activities, plus an exciting array of craft and food stalls. Building on the success of the last ten festivals this free event will offer something for everyone – so come and join the Festival vibe.

SIMMER DOWN CIC BOARD MEMBERS

Jesse Gerald

Simmer Down Chair and Director of 3ES Ltd

Jan Kimber

Simmer Down Vice Chair and local resident

Cllr. Waseem Zaffar MBE

Cabinet Member for Transport & Environment

Sharon Palmer MBE

Chief Executive: Regional Action West Midlands

Mukhtar Dar

Artistic Director

Alex Williams

Operations Director



MARKETING REACH

- 50,000 flyers and posters for Simmer Down
- Citywide distribution and targeting of wider West Midlands, East Midlands and London
- 5 radio advertisement campaigns x 6 weeks x 4 stations (45-second ads)
- Extensive Facebook and twitter campaigns in the buildup to the event
- Listing websites (approx. 30)
- City Centre Big Screen coverage
- Press releases compiled and sent to regional and national press database
- 65,000 online views for Simmer Lock Down Festival 2020, with viewers across the world in the United States, France, Brazil, Jamaica, India and Canada

REASONS TO SPONSOR

Simmer Down is positioning itself as a key event in the West Midlands calendar. It is one of very few high quality free family friendly music festivals in the country and has an excellent reputation as a great day out and its friendly carnival atmosphere.

Supporting Simmer Down at this stage will associate your company with a young, pioneering, ethical and highly professional music event with ambitious potential.



MARKETING REACH

In just 10 years Simmer Down has grown to attract a large audience of people from 2,000 in 2010 to 15,000 in 2015, to over 20,000 in 2019.

Based on the previous three years we anticipate that the audience will continue to be very mixed with young people through to retired people and from similarly diverse social and cultural backgrounds.

In addition to marketing opportunities Simmer Down can also support the following:

CORPORATE SOCIAL RESPONSIBILITY

The event is deliberately free so that it can attract and involve local people who might otherwise not attend. We also run a number of workshops for young people before and on the day that offer high quality arts activities to young people who do not have these opportunities at other times. Simmer Down also seeks to engender community cohesion by bringing together music and art from different cultures under one family friendly banner.

STAFF VOLUNTEERING OPPORTUNITIES

Your staff can be offered excellent and enjoyable opportunities to volunteer at the festival as either event stewards or backstage. They can also be involved in the lead up to the festival as street team supporters promoting the festival.

SPONSORSHIP OPPORTUNITIES

As a result of ten successful years the festival has gained sponsorship interest from a diverse range of individuals and organisations.

Sponsorship can be provided in kind or through direct funding.

(Guideline Cost)

MAIN SPONSOR

Benefit of main sponsorship: £10,000

- Full Main Stage and Young People Marquee branding
- Free 6m x 4m space for your company
- Company logo to appear on all festival print, signage and advertising'
- Hospitality benefits for your key guests
- Company details on large display screens
- Logo on all printed flyers and posters
- Your logo on all event T-Shirts
- Company logo to appear on festival website
- Sponsorship acknowledged in the festival brochure
- Distribution of promotional literature to festival audiences
- Access to over 20,000 visitors to the festival

GOLD PACKAGE

Benefit of Gold Package: £6,000

- Full Young and Up-and-Coming Artists Stage branding
- Company logo to appear on all festival print, signage and advertising
- Company details on large screens
- Sponsorship acknowledged in the festival brochure and website
- Logo on all printed flyers and posters
- Access to over 20,000 visitors to the festival

SILVER PACKAGE

Benefits of Silver Package: £4,000

- Full Family Participation Marquee Branding
- Company logo to appear on all festival print, signage and advertising
- Company details on large screens
- Logo on all printed flyers and posters
- Sponsorship acknowledged in the festival brochure and website
- Access to over 20,000 visitors to the festival

BRONZE PACKAGE

Benefits of Bronze Package: £2,000 or in kind

- Greenroom/ VIP area sponsorship (Refreshments for staff and performers)
- Sponsorship acknowledged in the festival brochure and website
- Logo on all printed flyers and posters
- Access to over 20,000 visitors to the festival

SPOTLIGHT PACKAGE

Benefits of Spotlight package: £200

- Sponsorship acknowledged in the festival brochure and website
- Access to over 20,000 visitors to the festival



SPONSORSHIP FORM

Please consider supporting the Simmer Down Festival. Please choose your desired sponsorship pack by checking the appropriate level. Under what name would you like your sponsorship to be listed on all promotional materials?

- ☐ **Main Sponsor: £10,000**
- ☐ **Gold Package: £6,000**
- ☐ **Silver Package: £4,000**
- ☐ **Bronze Package: £2,000**
- ☐ **Spotlight Package: £200**

This form may be returned via email to alex@simmerdownfestival.com or by mail for the attention of Alex Williams at the address below.

Your Name _____

Your Title _____

Company Name _____

Email _____

Telephone _____

