

Presented by  
Simmer Down Arts



# SIMMER DOWN

2023 Festival  
**Sponsorship  
Pack**

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www.simmerdownarts.com



# Welcome

Widely recognised as an important cultural event, 2023's Simmer Down Festival is the perfect opportunity to link your company with the contemporary energy, legacy and heritage of Reggae through an established and well-respected, energetic, pioneering, safe, ethical and professionally run music event.

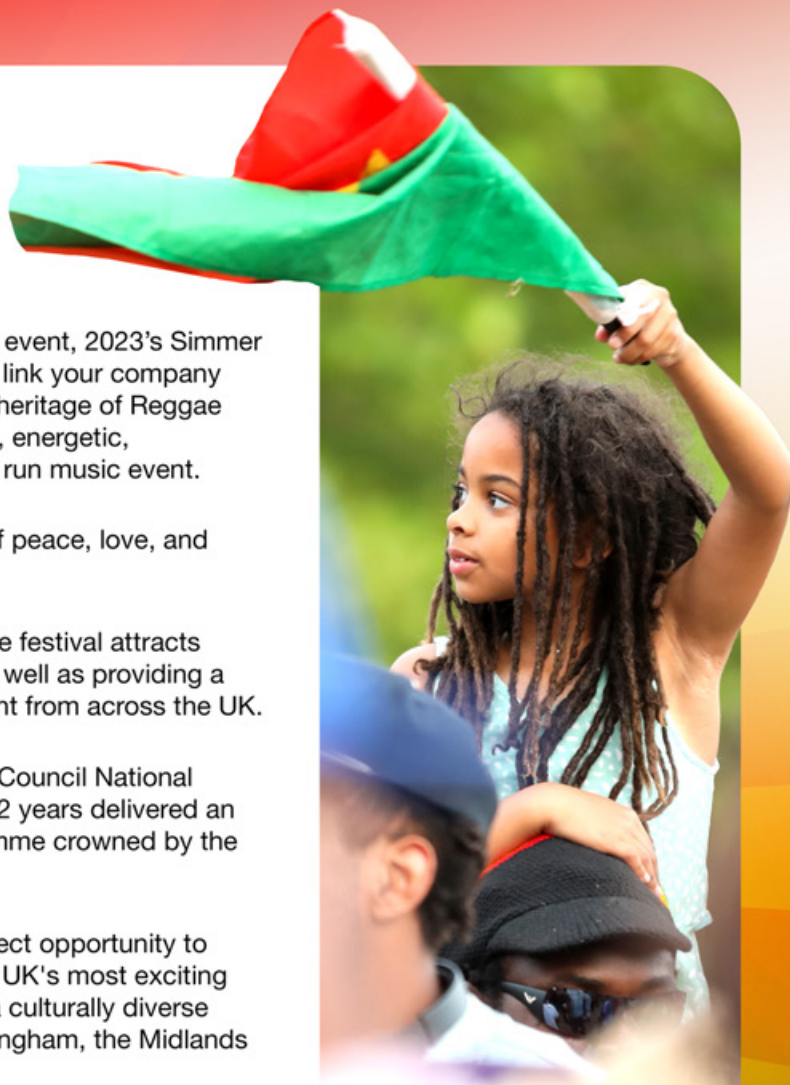
The festival celebrates important themes of peace, love, and unity in an ever more pressurised world.

As a truly multi-cultural event, each year the festival attracts artists of national and international note as well as providing a fantastic showcase for up and coming talent from across the UK.

It's run by Simmer Down Arts CIC, an Arts Council National Portfolio Organisation which has for over 12 years delivered an exciting year round arts and music programme crowned by the annual Simmer Down Festival.

Sponsoring Simmer Down 2023 is the perfect opportunity to align your business with what is one of the UK's most exciting and vibrant music scenes whilst reaching a culturally diverse audience of over 20,000 people from Birmingham, the Midlands and beyond.

**Where else can you mix business outcomes, effective Corporate Social Responsibility and a fantastic party vibe?**





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# A bit about the Festival...



**Simmer Down Festival** is a key event for the region's music and arts calendar. For Reggae fans it's nationally significant attracting visitors from across the UK and internationally. The festival has built a reputation for its carnival atmosphere and as a friendly, welcoming and fun day out for the whole family. 67% of those who visited in 2022 had attended Simmer Down before.

**87% of those who attended the 2022 festival rated it as either good or excellent.**

The festival's inter-cultural programme features internationally acclaimed artists alongside the very best in home grown talent. Headline artists are carefully selected for their international reputation and mass appeal to our diverse audiences; previous artists include Grammy nominees and winners including legends like Freddie McGregor, Maxi Priest, Steel Pulse, Inner Circle and Third World. This year the festival headliners and programme will be even bigger and better.

This year's festival takes place at Handsworth Park, Holly Road, Birmingham B20 2BY, on Sunday 16th July. The event will be ticketed, with tickets starting from £8.00 ensuring Simmer Down 2023 provides amazing value. 61% of those who attended in 2022 said that the tickets were either good or very good value for money and 63% said ticket prices were about right. The festival programme is delivered across three stages and consists of live music, dance and spoken word, plus educational workshops and participation activities.

In addition, there's a dedicated young people's programme in the Children's Meadow area alongside fun activities for all the family including; face painting, family rides, a community cricket match and a selection of incredible food stalls offering a range of treats from across the globe.



# Comments on Simmer Down '22

**"I love the music, the atmosphere. People are always talking about Simmer Down every year without fail"**

**"It's a popular event, people love it for a reason. Will continue to go without a doubt!"**

**"A great family event, the atmosphere is always good!"**

**"Third World and guests were amazing. The food was beautiful as always and the atmosphere was electric"**

**"MUSIC CULTURE & COMMUNITY!"**





# Our Reach



## Ethnicity



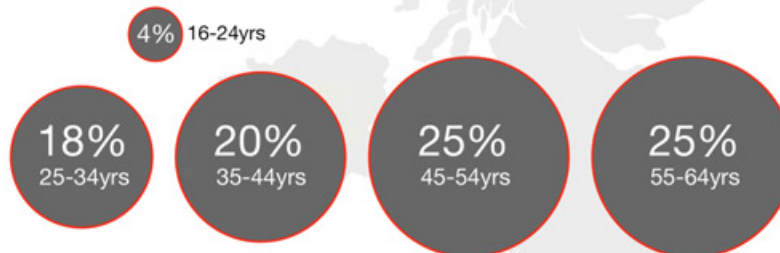
## ATTENDANCE



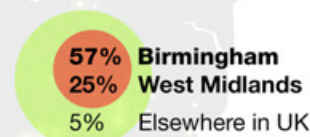
## 2022 STATS



## AGE



## Catchment





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# Promotion

To help promote the festival each year, our Simmer Down Team do an awful lot of work...

- Distribute 50,000 posters/flyers across Birmingham / Midlands
- Commission digital billboards adverts in several prominent city centre locations
- Six weeks ahead of the festival runs regular 45-second advertisements across multiple radio stations
- Issue multiple press releases pre and post event
- Run organic and paid ad campaigns on Facebook / Instagram etc
- Receive multiple shout-outs from artists performing at the festival on their own social media channels

It is also:

- Promoted on numerous music and arts event-listing websites
- Advertised in the 'West Mids What's On' and Phoenix newspaper
- Featured in well-known arts and culture e-bulletins issued by our strategic partners
- Promoted through multiple email shots to large-scale festival distribution lists

**51% of those who attend say our social media is their primary way to find out about the event**



6.3k likes  
6.7k follow



1,389 follow



1,219 follow



2k follow  
149k views



20k on our email  
distribution list





# Annual Programme

Whilst the annual Simmer Down Festival is the crowning glory of our annual programme, we also run a comprehensive music and arts development programme each year. In 2022 this included the following exciting projects:

- **SDF Launch Fiesta** - an outdoor celebratory launch event at the Midlands Arts Centre featuring one of the pioneers of reggae music, the legendary Skatalites from Jamaica alongside local artists and musicians
- **Young Gifted Brum** – a partnership project with G.A.P Entertainment engaging 120 young people in music and dance workshops culminating in live performances at the festival as part of B2022 Commonwealth Games Cultural Programme
- **Birmingham Reggae Royalty Mural** – a mural in Handsworth Park paying tribute to Birmingham based reggae artists that have contributed to the City's reputation as an epicentre of reggae music and an international city of culture
- **Levelling Up Project** - a 6-month professional development programme providing structured training and hands on experiential learning to an emergent Creative Produce as part of the Birmingham City Council Commissioning
- **Session A Run** – a celebration of sound system culture featuring Wassifa Showcase and Luv Injection along with leading reggae artists at the Birmingham Smithfield Markets as part of the B2022 Lives Sites programme
- **The History of Reggae** – a sold out stage show at the Rep theatre in Birmingham featuring an array of local reggae artists and musicians charting the evolution of reggae music, with musical director former Steel Pulse founder Basil Gabiddon and produced/directed by Alex Williams



# Sponsorship Opportunities

Delivering great results from sponsoring us requires a close fit between the needs of a potential sponsor and Simmer Down.

- Who are your customers, are they from the Midlands or fans of Reggae music?
- Do you want to be associated with the energy, youthfulness, and fun of our carnival style event?
- Does public opinion and word of mouth advertising help ur business grow?
- Would your brand benefit from exposure to thousands of people before, at and after the event?

**If you can answer yes to one or more of the questions above,  
then sponsoring the Simmer Down Festival 2023  
or Simmer Down Arts CIC will offer tangible benefits!**





# Sponsorship Tiers

We understand that any sponsorship must offer a good return on investment (ROI) and are fully committed to delivering this for our partners.

Sponsorship opportunities include:

## Simmer Down Festival Main Sponsor

£10,000 (one available)

- Exclusive 'sponsored by' branding on our main stage
- Shared branding of the young people's marquee
- Shared headline act/support act greenroom sponsorship
- 6m x 4m exhibition/retail 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
- Your logo on all printed flyers and posters
- Your logo on all event T-Shirts
- Your logo will appear on the festival website and include a link to your website
- Sponsorship acknowledged in the festival brochure
- Distribution of promotional literature to festival audiences
- Permission to distribute your promotional materials to over 20,000 visitors to the festival
- 6 x promotional posts on our social media in the lead up to the event and 2 x after the event
- Recognition in all press releases for the festival
- 20 individual tickets to the 2023 Simmer Down Festival



All sponsorship packages are indicative and final content and fees will be subject to case by case negotiation to ensure that the best possible fit can be found to meet the needs of both parties.





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## Festival Gold Package Sponsor

£6,000 (multiple available)

- Exclusive 'sponsored by' branding of the up and coming artist's stage for gold package sponsors
- Young people marquee shared branding
- Shared headline act/support act greenroom sponsorship
- 6m x 4m exhibition/retail space for your company
- Your logo to appear on all Festival print, signage, and advertising
- Your logo and company details will appear on large screens
- Sponsorship acknowledged in the festival brochure and a link to your website from our website
- Logo on all printed flyers and posters
- Permission to distribute your promotional materials to over 20,000 visitors to the festival
- 3 x promotional posts on our social media in the lead-up to the event and 1 x after the event
- Recognition in all press releases for the festival
- 10 individual tickets to the 2023 Simmer Down Festival





Media

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## Festival Silver Package Sponsor

£4,000 (multiple available)



- Exclusive 'sponsored by' branding of our very popular Family Participation Marquee
- Your logo will appear on all Festival print, signage and advertising
- Shared headline act/support act greenroom sponsorship
- Your logo and company details will appear on large screens
- Your logo on all printed flyers and posters
- Sponsorship acknowledged in the festival brochure and a link to your website from our website
- Permission to distribute your promotional materials to over 20,000 visitors to the festival
- Recognition in at least one press release about the festival
- 5 individual tickets to the 2023 Simmer Down Festival



## Festival Bronze Package Sponsor

£2,000 (multiple available)

- Shared headline act/support act greenroom sponsorship
- Sponsorship acknowledged in the festival brochure and a link to your website from our website
- Your logo on all printed flyers and posters
- Recognition in at least one press release about the festival
- Access to over 20,000 visitors to the festival

## Spotlight Package

£500 (multiple available)

- Sponsorship acknowledged in festival brochure/website
- Distribute your promotional materials to 20,000+ visitors
- 1 family ticket to the festival

## Simmer Down Arts 2023/24 Programme Sponsor

£8,000 (one available)

- Feature on our website including prominent positioning of your logo and a link to your website
- 12 x monthly posts on our social media
- A 1/2 day music and arts based reggae themed team building event for up to 20 people run by Simmer Down Arts CIC at your venue
- 20 individual tickets to the 2023 Simmer Down Festival

**All packages shown above are based on a one-year sponsorship agreement. Two or more year agreements will attract a 20% discount.**

Bronze  
Sponsor





## Bolt on and additional opportunities

Effective sponsorship agreements are unique to the partner involved. Whilst Sponsorship of Simmer Down is normally based on one of the options presented above, packages can be adjusted as required to include one or more additional elements such as those listed below:

- Placement of sponsor's popup banners, feather flags etc. on site
- Uniform sponsorship including brand recognition on all event staff uniforms
- Use of the festival for product testing/sampling and promotional photoshoots
- Sponsorship of individual Simmer Down Arts CIC activity programmes
- A 1/2 day music and arts based reggae themed team building event for up to 20 people run by Simmer Down Arts CIC at your venue



## Partnerships and in-kind sponsorship

Commercial partnership opportunities including 'contra deals' may also be possible. This is where goods and/or services required for the Simmer Down Festival or the wider work of Simmer Down Arts CIC are provided by a sponsor for free or at a heavily reduced cost in exchange for sponsorship

- Water sponsor
- Festival equipment sponsors such as temporary toilets
- Technical services for the festival (staging/lights/sound etc.)
- Festival uniform or merchandise
- Video/live streaming of the festival
- Advertising/marketing opportunities for the festival
- Ticket offers



# Act Now!

This year's festival is happening on 16th July, so it's important to act now and get on board to realise the maximum possible benefit as our sponsor.

The 2023 festival will be officially launched through a celebration of Reggae and arts activities at the Midlands Arts Centre on 3rd June. Companies committing to sponsoring the festival at least three months ahead of this date will benefit from inclusion in all pre-launch and launch PR activity.

To take the next step and set up an initial meeting to explore what might be possible contact us at [info@sponsorsimmerdownfestival.com](mailto:info@sponsorsimmerdownfestival.com)

**WITH YOUR HELP WE CAN MAKE THE 2023 SIMMER DOWN FESTIVAL  
THE BIGGEST AND BEST EVER!**

