



## **SPONSORSHIP PACKAGES AT THE PETWORTH FESTIVAL**

Corporate sponsors are warmly welcomed at the Petworth Festival. Our sponsorship packages are tailored to suit your exact needs but all include the following:

- a limited number of complimentary tickets to your sponsored performance
- 10% discount on all further tickets booked for that performance
- priority booking for all festival performances
- complimentary interval drinks with the Artistic Director and/or the Festival Chairman
- the opportunity for private corporate entertaining where possible (provided at cost)
- full colour print promotion in the Festival Brochure (20,000 copies)
- full sponsor and logo acknowledgement on the Festival's website, linking to your own website
- line credit on the programme for your sponsored performance
- invitations to Festival launch events and VIP pre-Festival receptions
- on-stage acknowledgement

The historic town of Petworth has a wealth of restaurants and bars for entertaining before and after your sponsored performance. Our excellent relationship with these Petworth businesses enables us to make introductions for you, should you wish to arrange dinner or drinks around your sponsored performance.

## **THE PETWORTH AUDIENCE**

Petworth is situated in the heart of West Sussex, midway between Haslemere and Chichester. The pretty market town is dominated by the magnificence of Petworth House, home to Lord and Lady Egremont who are the Principal Patrons of the Festival. The festival is privileged to use many of the lovely venues around Petworth including Petworth House itself, the historic St Mary's Church, the intimate Leconfield Hall and beautiful houses nearby including Bignor Park and Champs Hill.

Such breadth of venues offers enormous scope for programming and therefore attracts a broadly based audience. The geographic spread is remarkably even, with approximately 20% of the audience coming from each of a 5,10,15,20, and more than 25 mile radius. Thus commercial supporters can be confident of promotion of their association to the festival audience across West Sussex and into Hampshire, Surrey and East Sussex.

Petworth audiences are traditionally high net worth individuals with the majority aged 50 or above. However, festival programming in recent years has deliberately focused on a younger market, offering more comedy, lighter music, talks and educational events. While classical music remains at the heart of the programme and accounts for at least 50% of the events, sponsors can be assured of a varied mix of live performance within the two week festival period.

Previous sponsors have commented on the special 'feel' to Petworth – an intimate gem in a busy festival circuit where sponsors can be assured of a warm welcome and a host team dedicated to ensuring their specific needs are met. We very much look forward to welcoming you to this year's festival.