

**CITY  
EVENTS**



# BIG WEEK END

**PARKER'S PIECE  
CAMBRIDGE**

**FRI 3 - SUN 5 JULY '20**

**SPONSORSHIP OPPORTUNITIES**

# About the Big Weekend



**The Big Weekend is the city's largest free outdoor event with an audience of up to 30,000 people attending Parker's Piece over three days. It has been a major highlight of the city's cultural calendar for over 30 years, and brings together international artists and community groups for a lively celebration of the city and its communities.**

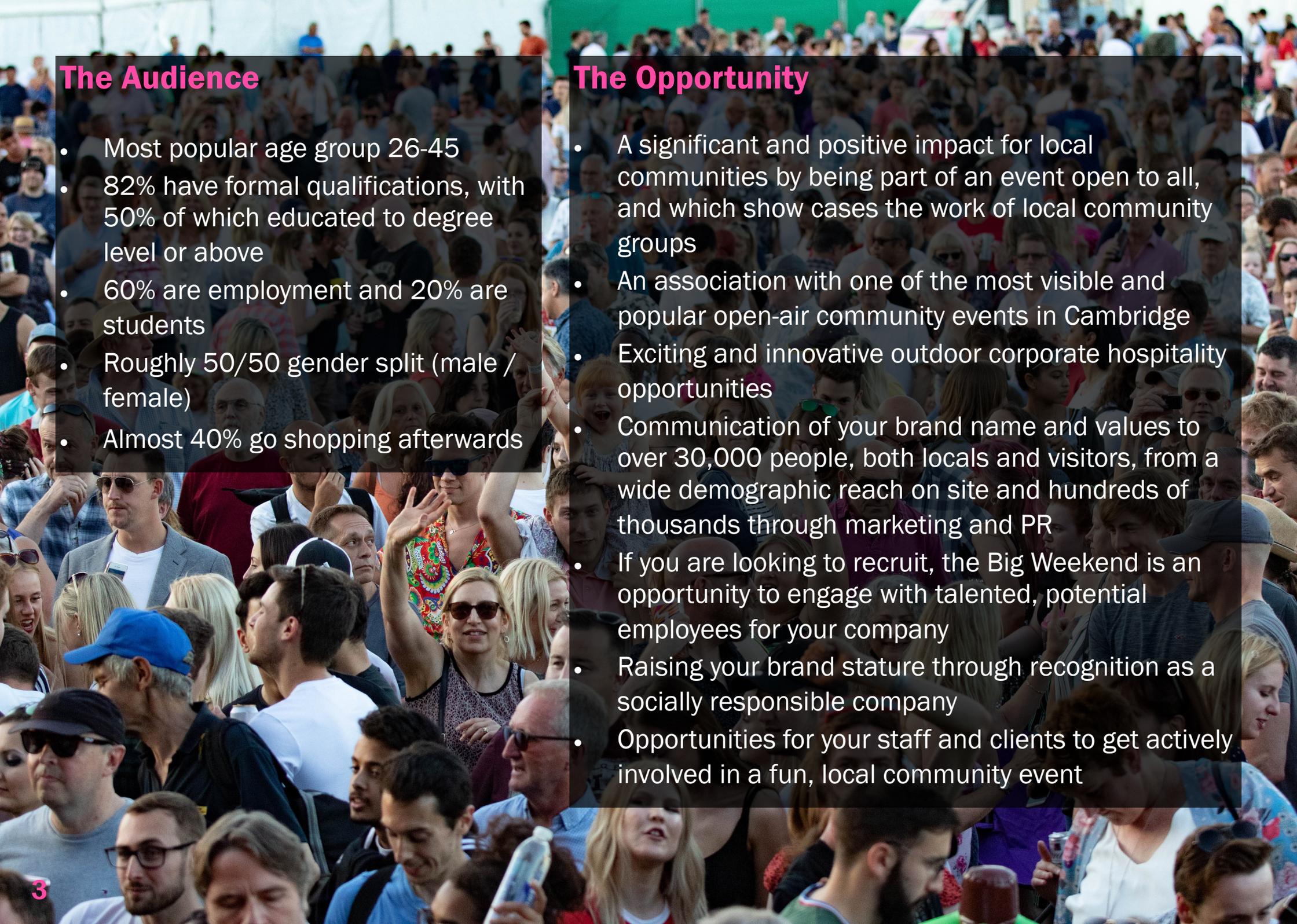
## Friday – Pop Concert and Fireworks

The Friday evening pop concert is one of the open-air music highlights of the year in the region, with a family audience of around 13,000. It attracts international stars, with previous headline artists including ABC, Boney M, Billy Ocean and Heather Small to name a few. The spectacular finale to the evening is the largest public summer firework display in the city.

## Saturday and Sunday – Community Weekend

This is one of the main summer attractions for the local community and visitors to Cambridgeshire. Thousands of people attend a packed weekend of diverse performances and interactive, fun events, including: The Gaming Hub, The Fun Lab, main stage music, local band marquee, world music, street theatre, children's sports and entertainment, community dance performances, food market, and the annual Cambridge Mela – a festival of South Asian culture.





## The Audience

- Most popular age group 26-45
- 82% have formal qualifications, with 50% of which educated to degree level or above
- 60% are employment and 20% are students
- Roughly 50/50 gender split (male / female)
- Almost 40% go shopping afterwards

## The Opportunity

- A significant and positive impact for local communities by being part of an event open to all, and which show cases the work of local community groups
- An association with one of the most visible and popular open-air community events in Cambridge
- Exciting and innovative outdoor corporate hospitality opportunities
- Communication of your brand name and values to over 30,000 people, both locals and visitors, from a wide demographic reach on site and hundreds of thousands through marketing and PR
- If you are looking to recruit, the Big Weekend is an opportunity to engage with talented, potential employees for your company
- Raising your brand stature through recognition as a socially responsible company
- Opportunities for your staff and clients to get actively involved in a fun, local community event



## The Fun Lab

Science experiments galore in this tent run by Cambridge University Science Festival.



## Market stalls

French market and other traders selling their wares all weekend.



## Local Bands

Amazing up-and-coming local talent. You saw it here first!



## Sports Zone

Huge range of sports on offer for children and adults alike.



## The Gaming Hub

Learn code and game development in this tech paradise.



## Silent Disco

Dance the night away without disturbing the neighbours.



## Arts and crafts

Kids can channel their inner Monet and get creative in the Art Tent.



## Local groups

Local choirs, dance groups and sports groups performing and teaching.

# CAMBRIDGE MELA

Cambridge Mela is a celebration of South Asian culture that takes place on the Sunday at the Big Weekend. Featuring performances from leading south Asian performers and DJs, such as Panjabi MC and Apache Indian (in 2019), as well as participatory activities in the marquees, where you can learn traditional dance styles, get a henna tattoo or browse through beautiful jewellery.

The Mela is attended by a diverse audience and runs alongside many of the same activities as the Saturday,



# Sponsorship packages

## Headline sponsor

**£25,000 + VAT**

Full branding across all three days of the event, including naming rights for the event: ***The Your Company Big Weekend 2020***. This will be carried on all event publicity, main stage banners, regular name checks throughout the event from stage and on social media, and full acknowledgement in all press and media. Also included is the opportunity to host an event reception, and to have your own pitch on the site for a brand activation or information point.

As headline sponsor, you'll be demonstrating a commitment to your local community, and will make significant impact on the event.

## Activity or Mela Sponsor

**£5,000—£10,000 + VAT (dependent on size of your pitch)**

Naming rights for the activity area e.g. ***The Your Company Fun Lab***. This will be carried on event publicity, branding within the activity area, regular name checks throughout the event from stage and on social media, and full acknowledgement in all press and media. You can also have your own pitch within the area for a brand activation or information point.

By sponsoring a specific activity, you can target a specific audience related to your business or channel your CRM budget towards education work related to your area.

## **General Sponsor/Your Own Pitch** £3,000—£7,000 (depending on the size of your pitch)

You'll have your own space at the Big Weekend to engage with the audience and run your own activities. You'll also be credited in all marketing and publicity leading up to the event. We especially encourage sponsors to bring activities that will be fun and interactive, as this will draw a larger audience. A recent example would be Cambridge Water's Water Bar (see case study on page 10).

As a sponsor, you'll be demonstrating a commitment to your local community and will raise your profile to a large local audience.

## **General Sponsor/Your Own Pitch (small, local businesses)**

**£1,000—£3,000 (depending on the size of your pitch)**

The Big Weekend is a community event, so we want to make it possible for small, local businesses to get involved, so we have introduced a new rate for small, local businesses. This refers to businesses such as independent shops, cafes, restaurants, traders and crafts-people. This does not refer to small companies with high profits / turnover.

You'll have all the same benefits as a general sponsor, providing the running costs of your pitch do not exceed the cost of the sponsorship. If the activity you plan to bring will enhance the weekend's programme, but sponsorship is out of your budget, please do get in touch.

## Branding and Activations

Just to name a few ways your brand will be promoted at the Big Weekend...

- Logo and hyperlink on the Big Weekend website
- Social media mentions (we will work with you to decide what and when)
- Inclusion in e-shots to the 70,000+ mailing list for City Events
- Inclusion in all relevant press releases about the event
- On-site brand activation opportunities, including large banners positioned in strategic locations on Parker's Piece
- Announcements from the main stage, thanking your company and drawing attention to your activities
- Permission to hand out free samples/giveaways (no single use plastic)
- Opportunity to show case your products to a large audience of potential customers



# Case Study: Cambridge Water 2019

Reducing  
single-use  
plastic bottles

FREE  
water refills

CAMBRIDGE  
WATER  
COMPANY

#CWWaterBar  
@cwbwater

Cambridge Water ran a pop-up water bar at the Big Weekend, alongside their information point. People could come over and fill up their water bottles with a pub-style hand pull, like they were pulling a pint. Plus, Cambridge Water would swap and recycle single-use plastic bottles for a branded, re-usable aluminium bottle, encouraging people to reduce their plastic waste. They took the opportunity to provide advice on how to be more water efficient in the home and to claim free water saving devices. The Bar was a huge success and enabled Cambridge Water to reach a wider audience than ever before.

# Let's talk

Please get in touch to discuss any aspects of sponsoring the Big weekend. We are keen to hear your ideas and we are very open to creating new activities and areas at the Big Weekend.

Photos © Warren Gunn (4, 5, 6, 9, 11)  
Star Radio (1, 2, 3) & Cambridge Water (10)

## Contact

Amie Hoyland, Development Manager

[amie.hoyland@cambridgelive.org.uk](mailto:amie.hoyland@cambridgelive.org.uk)

01223 791794

**BIG  
WEEK  
END**

