

# Cambridge Folk Festival



ESTD 1965

30<sup>th</sup> July – 2<sup>nd</sup> August 2020

Sponsorship opportunities

# About our Festival

Cambridge Folk Festival is one of the longest running and most loved folk festivals in the world, and one of Europe's premier music events. The Festival attracts over 14,000 people to experience a four-day showcase of the best folk and roots music from across the globe. Previous music greats gracing the Cambridge Folk Festival stage include Paul Simon, Sinéad O'Connor, Nick Cave, Joan Armatrading, First Aid Kit, Kris Kristofferson, Jools Holland, Bo Diddley and Patti Smith.

## Our Reach

- Social Media: (18.8K followers on Twitter, 21.5K Facebook Likes, 5.3K Instagram followers)
- Email list of over 70,000 people
- Use of a professional music industry PR firm
- Regularly reviewed by The Guardian, The Telegraph, The London Evening Standard, The Times and other music industry publications.

## Our Audience

- 24% come from Cambridge, 75% from the rest of the UK, and 1% are international bookers
- Most popular age group ranges from 30s-60s
- The majority read the Guardian
- 96% are employed or retired
- 70% have a degree or post-graduate qualification
- 73% regularly use Social Media.

Photo: The Henwives Tales' folk ballet in the Flower Garden

# Our Values

We want our Sponsors to get the most out of the opportunities at the Folk Festival. We want our audience to be excited about what our Sponsors can offer, so we love working with partners who share our values and want to work with us to create engaging projects. Here's an outline of the things that are close to our audiences' (and our) hearts!

- **Accessibility:** We want the Festival to be fun for everybody and are committed to making it as accessible as possible by providing accessible viewing areas, accessible showers and adequate paths for wheelchair users.
- **Sustainability and Environment:** As a single-use plastic free festival and holder of the highest level of *A Greener Festival* accreditation, this is a really important area for us. We're proud of our amazing audience and their commitment to recycling and leaving no trace.
- **Artist Development:** Through the Den Stage, Club Tent and the Hub Project, we nurture the next generation of folk artists. We're also delighted to host the Christian Raphael Prize for emerging artists!
- **Gender Equality:** We're part of the Key: Change scheme, meaning we have some of the highest representation of female artists at any festival.

Photo: José González performs on Stage One

**“More Authenticity, Less Plastic –  
Cambridge Folk Festival 2019  
Delivers On All Fronts.”**

TREBUCHET MAGAZINE

# Case Study: Cambridge Water

"Providing our Water Bar facility at the festival was a real pleasure, it went down really well.

The message to reduce single use plastics was taken on board and perfect for the event."

Reducing  
single-use  
plastic bottles

FREE  
water refills

Photo: Festival goers stay hydrated at the water bar

In 2019, the Festival had a minimal amount of single-use plastic on site and a complete ban on disposable plastic bottles, thanks to sponsor Cambridge Water!

With the help of their sponsorship, we were able to provide reusable stainless steel bottles backstage, alongside a blanket ban on sales of disposable water bottles at the site: all festival goers were encouraged to bring along their own refillable ones.

Cambridge Water joined us all weekend with their amazing water bar, so festival-goers could bring their own bottle, pull a pint of water and stay refreshed.

Representatives from the company also the opportunity to talk to locals and audience members from afar about the importance of water efficiency.

The water bar was a great success with an estimated 5,000 users over the weekend. Cambridge Water were also interviewed on BBC Radio Cambridgeshire, providing an opportunity to spread their message to a broader audience.

# What's on site?

- Stage 1: The main festival stage with a capacity of 7,500. It is home to headline artists, and attracts the majority of the Festival's TV coverage. This stage also has two big displaying artist performances, plus key sponsor and Festival messages.
- Stage 2: Has a capacity of 1,500 and receives a range of both headline and smaller acts. It's the first thing you see on your entrance into the arena.
- The Club Tent: Enclosed marquee with club style intimacy and its own bar. It is our showcase platform for local folk-club performers and has a capacity of 500.
- The Den: Our 150 capacity mini-stage with a 'living room' atmosphere and a hot bed for emerging artists. It's the place to go and chill out and discover the stars of the future.
- The Flower Garden: Our talks take place in the beautiful wild flower meadow.
- The Wellbeing area: We run free T'ai Chi, Positive Thinking and Yoga classes in the wellbeing areas, as well as therapeutic crafts including willow weaving.
- Bars: We have five high-quality bars with excellent product choices and great service. We can offer pouring rights and branding opportunities across our bars.



# Recent/Current Sponsors

EST. 1904  
**THATCHERS**  
WHAT CIDER'S SUPPOSED TO TASTE LIKE



OTTER BREWERY

**NC**  
NORTH CAROLINA



ESTD 1759

**GUINNESS**

**Millers**  
— MUSIC SINCE 1856 —

CAMBRIDGE  
**WATER**  
COMPANY



**pwc**

**ORANGE**<sup>™</sup>  
AMPLIFICATION

“frantic electric violin vibes even elicited a *ceilidh-cum-mosh-pit* from the stage wings . The party continued late into the evening with a silent ceilidh, weaving together trad reels with some Billie Eilish (whut), all the way until 2am.”

Photo: After hours fun at the silent ceilidh!

SLATE THE DISCO



Year-on-year, it has evolved, staying relevant as the face of the genre has changed over the decades. Whether it's classic folk or something more contemporary, the Festival promises something for every folk fan.'

LONDON EVENING STANDARD

Photo: Mishra, winners of the Christian Raphael Prize in 2018, perform backstage for radio after their set in the Club Tent

# Sponsoring the Festival

Whether it's title sponsorship, bar sponsorship, specific area sponsorship or simply having a high profile presence on site, we can offer all sorts of creative opportunities! We'll work with you to develop a bespoke package designed to meet your objectives and to create a unique experience. In addition to your presence on the Festival site itself, we can offer valuable branding, press and digital marketing opportunities.

## Get in touch

We'd love to hear from you! For an initial chat to find out what the Folk Festival can do for your organisation, please contact:

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Photo: Folk legend Ralph McTell closes Thursday night to a spellbound audience

Cover Photo: Photo: Talisk get the crowd going closing Stage 1 on Saturday with their infectious brand of dance/folk

All photos © Aaron Parsons Photography

