



**CAMBRIDGE  
LIVE**

# Sponsorship Opportunities 2020





**The largest arts venue in the region with over 220 events per year**

Cambridge Corn Exchange attracts over 220,000 people every year to a wide variety of performances, including big names in rock, pop, comedy, classical, ballet, children's entertainment and more. Our audiences come from a 60 mile radius of Cambridge city and cover a broad range of demographics. We have audience data for individual shows, meaning we can help you to find the perfect event to sponsor.

- Expose your brand to thousands of potential customers
- Target audiences directly through our mailing lists
- Gain priority access to our shows and artists
- Have something fun to shout about on social media
- Treat customers, staff or clients to bespoke hospitality

[www.cambridgelive.org.uk/cornex/sponsorship-opportunities](http://www.cambridgelive.org.uk/cornex/sponsorship-opportunities)

# ***The Boldfield*** **Orchestral Series**

**Be swept away by  
great orchestral music**

The Cambridge Corn Exchange is the only venue in the city large enough to play host to the world's most prestigious orchestras including The Royal Philharmonic Orchestra, the Philharmonia Orchestra and the City of Birmingham Symphony Orchestra.



- Corporate Hospitality—perfect for entertaining clients, staff and potential employees
- Branding, editorial and advertising in programmes, at the event, and on the Corn Exchange website
- Targeted E-shots to our 7,000 strong Classical mailing list

[www.cambridgelive.org.uk/cornex/  
boldfield-orchestral-series-2019-20](http://www.cambridgelive.org.uk/cornex/boldfield-orchestral-series-2019-20)

- 8,500 tickets sold per season
- 87% of the audience attended 2+ concerts
- Most read the Guardian or the Times
- 20% of audience members are under 35 and 70% are below retirement age
- 74% of bookers from Cambridge

# Cambridge Folk Festival

ESTD. 1965

30th July—2nd August 2020

## One of the most famous and established folk festivals in the world

Running since 1965, the Festival attracts around **14,000** people to experience a four-day showcase of the best folk and roots music from across the globe.

Previous music greats to have graced the Cambridge Folk Festival stage include Paul Simon, Sinéad O'Connor, Nick Cave, Frank Turner, Joan Armatrading, First Aid Kit, Patti Smith and Mumford and Sons.



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. Therefore, we're flexible and are happy to explore different ways to customise your package and make the event a success for everybody. Visit [www.cambridgefolkfestival.co.uk](http://www.cambridgefolkfestival.co.uk) to find out more about sponsoring the Folk Festival.

## Free programme of community events reaching over 60,000 people

With such a large, local audience, the City Events make fantastic sponsorship opportunities. Whether you're motivated by broadening public awareness of your company, reaching more customers, meeting new potential employees, networking with other businesses, or simply giving back to your community, there are plenty of options.

# CITY EVENTS



Events include:

- [The Big Weekend](#) (3rd—5th July)  
Our flagship, free community event attracting ~30,000 people to Parker's Piece for a weekend of live music, children's activities, fireworks, food and drink.
- [Bonfire Night](#) (5th November)  
Join our group of corporate supporters to help make this year's fireworks spectacular and promote safety in the community.
- [Jazz & Brass in the Parks](#) (Summer)  
A summer-long festival of music in Cambridge's beautiful parks
- [Mayor's Day Out](#) (Summer)  
Treating Cambridge's senior citizens to a day of theatre at the seaside.

[www.cambridgelive.org.uk/city-events](http://www.cambridgelive.org.uk/city-events)

# Corporate Hospitality

## Impress your clients, staff and potential employees

At Cambridge Live, we are well equipped to provide you with a unique hospitality experience. Treat your clients, staff or potential employees to a pre-concert reception they'll remember, or why not bring them to the Folk Festival for a day?

## Advertising

We have many assets that can carry your branding including:

- online / social media
- email communications
- physical and print at home tickets
- screen adverts in our venue and Box Office
- brochure adverts
- inserts into programmes or mailings

Advertising can be included as part of your sponsorship package, or bought separately. Please get in touch for the latest rates.



# Get in touch

If you think Cambridge Live can help you meet your marketing, HR or CSR goals, then get in touch for an open and honest chat to find out more about our audiences and customisable opportunities.

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Photos on page 1, 4, 5 and 7 by John Scott

