

Cambridge Folk Festival

ESTD. 1965



CHERRY HINTON HALL
25-28 JULY
2024

*“Cambridge is a reminder of
a kinder, gentler time and,
just for a weekend, we all
returned to it.”*
The Arts Desk, 2022



Introduction

Cambridge Folk Festival offers a truly unique experience like no other.

Running since 1965, the festival attracts over 14,000 people to experience a four day showcase of superstars and rising stars alike from across the Folk, Blues, Roots, and Americana genres, as well as from across the globe.

Its greatest strengths include its very special atmosphere, incredibly loyal audience and the enchanting grounds of Cherry Hinton Hall.

We offer incredible sponsorship opportunities and we look forward to welcoming you to the festival in 2024.



What Cambridge Folk Festival can offer you

- A positive association with one of the world's most loved folk festivals
- Space on our beautiful grounds to show case your products and values
- Brand exposure to tens of thousands through your logo on our website, social media plus advertorial in the official festival programme, marketing and PR
- Brand Exposure to our audience on-site via banners and on LCD screens
- Engagement with our extremely loyal audience, many of whom attend year after year (40% from Cambridge/East Anglia)
- References to your sponsorship from the main stage compere
- Networking with Civic Leaders including the mayor of Cambridge
- Complementary tickets to the festival including access to the guest bar area and camping



“Awe inspiring... the perfect festival”. Mark Radcliffe, BBC radio broadcaster.



What you can sponsor

- Become our newest title sponsor of Cambridge Folk Festival
- Have your own pitch to engage with our audience
- Stage sponsorship: Stage 1, Stage 2, The Club Tent or our emerging talent areas: The Den and The Hub
- Bar sponsorship and/or pouring rights for your drinks at our bars
- Children's activities
- Sustainability areas
- Wellbeing areas
- Accessibility areas
- 2 Campsites
- Something else! Tell us what interests you.



The above photos show highlights of our 2022 sponsorships with Cambridge Water and Otter Brewery. Please get in touch with our sponsorship team for further details about 2024:

Sponsorship@cambridge.gov.uk