

# Bodmin Riding

## festival

5th-7th July 2019

This year sees the return of Bodmin's Riding & Heritage event, and 2019's Festival is going to be bigger, better and more present across town than ever. The Festival will take place over a weekend in the early summer season and will attract and engage the local community of the town in events in the lead up and over the course of the weekend, and has the potential to draw hundreds of visitors to Bodmin for the main event day on Saturday 6th July, encouraging them to spend more time in the town on a Saturday afternoon. Together, we can turn those hundreds into thousands.

This year the Festival takes place over a weekend and will spread right across the town: with your help. See the Festival Map for the various locations and venues where activities will be taking place.

We are asking you to think about simple ways in which you and your business, organisation or group can help celebrate the rich history and heritage of our town, and encourage Festival-goers to engage with you in the process. Whilst this event is about the past, it is also an opportunity to celebrate and champion Bodmin today and look to the future.

We'll be filling the town with history, artists, artisans and craftspeople, street performers and live music. We need you to come up with something to build on the buzz: it might be a special food offering or a Festival discount, an event of your own, you might advertise in the programme, sponsor an activity or aspect of the Festival, or even have a stall.

We are also looking for bigger sponsors from the business and wider community. Your business will have a prominent place within the Festival's marketing and promotion.

SUPPORT, ADVERTISING  
& SPONSORSHIP MENU 2019

VISIT  
[BODMINRIDINGANDHERITAGE.ORG.UK](http://BODMINRIDINGANDHERITAGE.ORG.UK)

**LEVEL 0**  
**£0**

AT A COST YOU CONTROL, LEVEL 0 HELPS YOUR BUSINESS TO FEEL PART OF THE FESTIVAL, HELPS ATTRACT VISITORS INTO YOUR SHOP OR BUSINESS AND HELPS ANIMATE THE TOWN FOR THE FESTIVAL.

Get involved by:

- dressing your window with a floral theme
- offering a special discount just for Festival day
- offering a special product/item for Festival run-up and day
- engagement with us on social media to promote the event and share your own offers and activities

**LEVEL 1**  
**£35**

BE A LEVEL 1 ADVERTISER AND GET DIRECTLY INVOLVED BY DRESSING YOUR WINDOW WITH A FLORAL THEME.

YOU WILL RECEIVE:

- a quarter page advert in the Festival 2019 programme
- engagement with us on social media to promote the event and share your own offers and activities

At a very small cost, Level 1 helps your business to feel part of the festival, helps attract visitors into your shop or business, and helps animate the town. If you send us the information about any other activities or offers with a good picture we will also publicise your contribution on the website and social media.

**LEVEL 2**  
**£80**

BE A LEVEL 2 ADVERTISER AND GET DIRECTLY INVOLVED BY DRESSING YOUR WINDOW WITH A FLORAL THEME.

YOU WILL RECEIVE:

- a half page advert in the Festival 2019 programme
- a listing on the Festival 2019 website
- engagement with us on social media to promote the event and share your own offers and activities

This level of advertising gives you more visibility as a Festival supporter. Level 2 helps your business to feel part of the festival, helps attract visitors into your shop or business, and helps provide us with the funding we need to create a successful and engaging event.

**LEVEL 3**  
**£150**

BE A LEVEL 3 ADVERTISER AND GET DIRECTLY INVOLVED BY DRESSING YOUR WINDOW WITH A FLORAL THEME

YOU WILL RECEIVE:

- a full page advert in the Festival 2019 programme
- a listing, including your advert artwork, on the Festival 2019 website
- engagement with us on social media to promote the event and share your own offers and activities

This level of advertising gives you maximum visibility as a Festival supporter. Level 3 helps your business to feel part of the festival, helps attract visitors into your shop or business, and really helps provide us with the funding we need to create a successful and engaging event.

**SPONSOR**  
**£500+**

BE A PRIMARY FESTIVAL SPONSOR AND SUPPORT A PARTICULAR COMPONENT OF THE FESTIVAL, AND YOU'LL GET A BESPOKE PROMOTIONAL PACKAGE TO BE AGREED BETWEEN THE SPONSOR AND THE FESTIVAL TEAM

- a profile feature as a Primary Festival Sponsor in the Festival 2019 programme
- a full page advert in the Festival 2019 programme
- a profile feature on the Festival 2019 website
- your logo on main Festival banners
- reference in Festival press releases and the opportunity to engage in media coverage (as appropriate)
- the perfect opportunity to promote your business in a unique way to the Festival audience by adding to what's on offer and co-programming a Festival activity or entertainment.
- engagement with us on social media to promote the event and share your own offers and activities

Step up and become a Festival Sponsor of the Bodmin Riding & Heritage Festival. By doing so you associate yourself with the feel-good Festival factor and identify your business as one making investments in the community and to improve our town.



For advertising bookings and to supply artwork, please contact:

Hannah Irwin  
info@bodminridingandheritage.org.uk  
07790 243377

Artwork should be sent by email supplied as .PNG or .PDF. Please see dimensions below.

For advertising design services, please contact:

Lesley-Anne Harris  
lesley@lesleyanneharris.com  
Special rates available.

### BACK COVER & INSIDE FRONT COVER

148 x  
210 mm

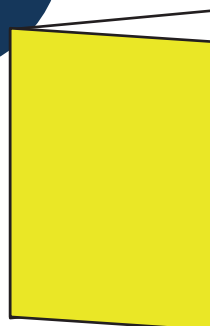
Available to  
event  
sponsors,  
please see  
details and  
contact us to  
discuss.



### FULL PAGE

£150

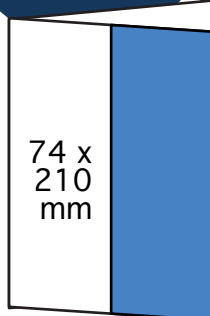
148 x  
210 mm



### HALF PAGE

£80

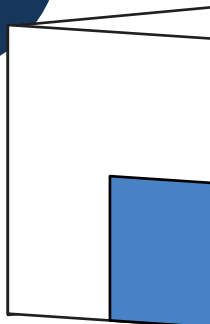
148 x  
105 mm



### QUARTER PAGE

£35

74 x  
105 mm



For BACS payments details are as follows:

Bank: Lloyds Bank  
Account Name: Bodmin Heritage Day Committee  
Sort Code: 30-96-26  
Account No: 39138968

Cheques to be made payable to 'Bodmin Heritage Day Committee' and sent to:

Robert Dawson, Treasurer  
Higher Colvannick  
Four Winds  
Bodmin  
Cornwall  
PL30 4HJ

Invoices can be arranged if required. Please provide full address details, contact name, telephone number and email address when booking.

## STALLS

On the main event day of the festival, Saturday 6th July, stall holders are invited to attend to add to the offer available in the town. We are particularly keen to welcome local artists, artisans, makers and producers, as well as local community groups who would like to engage with visitors on the day.

Stalls will be located in Bodmin's town centre, Honey Street area.

Application forms and further details can be found on the website. For stallholder bookings and to submit completed applications, please contact:

Sophie Hodge  
info@bodminridingandheritage.org.uk

There will also be an Eco-market taking place in the Market House Arcade. This is being coordinated by Cultivate Cornwall, [www.cultivatecornwall.com](http://www.cultivatecornwall.com).





Did you know..?

Floral tributes  
and the legend of  
St Petroc's bones  
are the oldest  
surviving parts of  
the festival.

DESIGN with thanks to  
Logo: Merran Coleman  
[www.merrancoleman.weebly.com](http://www.merrancoleman.weebly.com)

Supporters pack design: Lesley-Anne Harris  
[www.lesleyanneharris.com](http://www.lesleyanneharris.com)