

SPONSORSHIP OPPORTUNITIES

GLOUCESTER GOES
RETRO

RESTORATION

REVIVAL

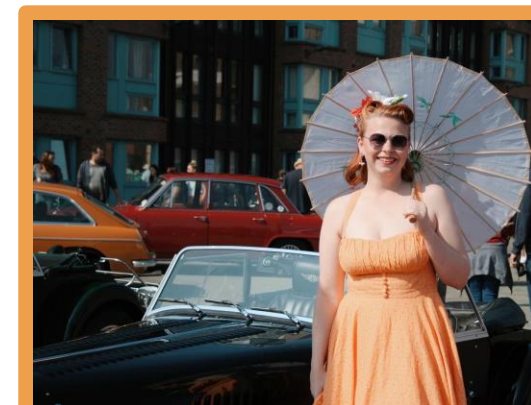
VINTAGE

RETRO

SAT 24 AUG 2024

Vintage fashion, retro music festival, hundreds of classic cars, all in one fabulous FREE family day out!

- ❖ **Gloucester Goes Retro** is a hugely popular **free** event, attracting an audience of over 25,000 people
- ❖ The event works across multiple event zones encouraging visitors to **explore** the city
- ❖ The GGR website has over **5k visitors** per week
- ❖ The social media channels promoting the event have over **45k followers**
- ❖ **All Sponsors** will feature in a **dedicated supporters newsletter sent to 5k subscribers**
- ❖ **Reach** new audiences through sponsoring the event...



HEADLINE SPONSOR

Align your business with the whole event and receive fantastic coverage of your business name or logo across all areas - **£3000**

- ❖ **Naming rights** to the Main Stage
- ❖ Your logo on the front cover of 10k printed event programmes
- ❖ **Sponsor Reference** on press releases and media coverage
- ❖ Promotional **Stand** at event on request
- ❖ **Logo** on websites, social media advertising (75k potential views)
- ❖ GGR city banners – displayed for 4 weeks (1.5million potential views)



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VEHICLE PASS SPONSOR

Purchase exclusivity to display your company logo on every exhibiting car at the event - **£1500**

We expect up to **500 vehicles** to attend and each car is required to display a vehicle pass in their window to identify them as a registered vehicle at the event.

Your **logo** will also appear on the Retro supporter's web page

You'll also appear highlighted alongside other supporters of the event on Visit Gloucester's social media - **45k followers**



FEATURED PARTNER ADVERTISING

If you have a Gloucester business, purchase a 'Featured Partner' **banner ad** on the Gloucester Goes Retro website
- **£200** (£50p/w)

During the lead up to the event and during, we receive between **5 & 10k visitors** to the site

Your logo will also appear on the **Retro Supporters'** page

You'll also appear **highlighted** alongside other supporters on Visit Gloucester's social media - 45k followers



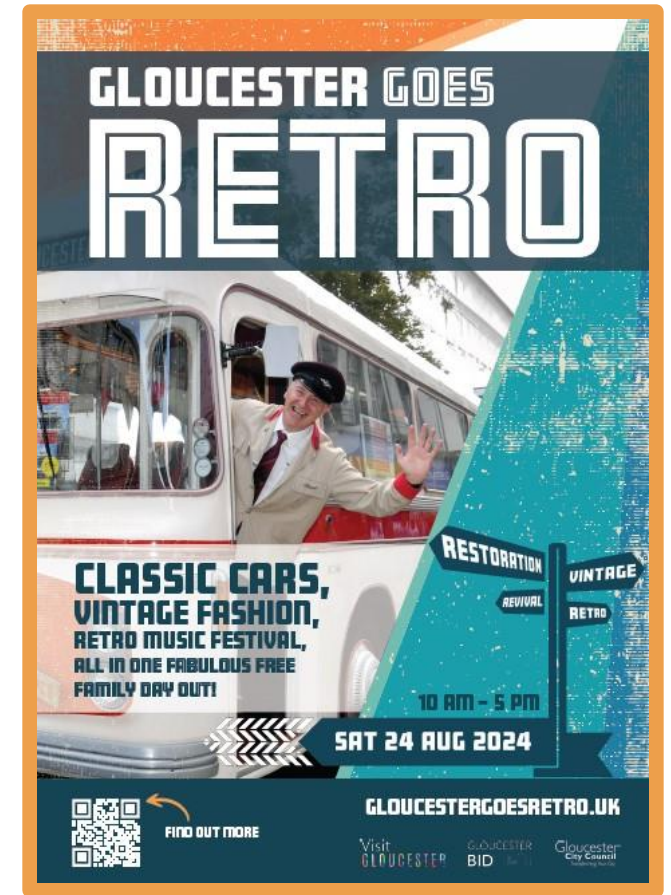
ADVERTISE IN EVENT PROGRAMME

Advertise your business in the event programme. Highlight your business to all visitors along with any event related offers and promotions - **£150**

Advert size is 1/6 DL Leaflet, portrait – only 6 available

10,000 programmes are being printed to help festival goers guide themselves around all the attractions, and we expect at least two people will read each map, so a minimum audience of **20,000**

Your logo will also appear on the Retro website footer **5k visitors** per week, and on social media. You'll also appear on Visit Gloucester's social media with **45k followers**



FEATURED BUSINESS ADVERTISING

If you are a city centre business and would like **your location** highlighted on the map in the printed programme, this is a great way to do it.

This **map** will be seen by **20,000** festival goers so is a great way to directly attract custom over the 24-26 August weekend

Your business will also be **featured** in the listings on the Gloucester Goes Retro website - **£80 per business**



If you want your business to be involved in Gloucester Goes Retro 2024

email: sponsorship@gloucester.gov.uk

All prices listed are subject to VAT.

