

## SPONSORSHIP PACK



**Skegness Kite and Xfest,  
North Beach, Skegness, June 22, 23, 24 2007**

### Option 1

#### **Principal sponsor, cost £5,000**

##### **Benefits to your company**

1. A promotional page in the brochure (10,000 produced)
2. Logo prominent on all print and website
3. Link to your business from the Xfest website
4. Special press release highlighting your business's support
5. Possible promotion of your business through Lincs FM radio advert
6. Banner displayed prominently on stage
7. Yellow steward vest with your business logo
8. Corporate hospitality at the event for up to 12 guests
9. Team building opportunity for your staff to be involved as volunteers on the day.
10. Opportunity for you to judge competitions\*
11. The opportunity for a promotional stall/presence on the Riverside

The £5,000 will be used to fund the overall event including the BKSA kitesurfing competition and related activities. It is anticipated groups from the local community will work with organisers to develop themes and create elements for the Saturday night concert and night fly, which will be a light spectacular on the beach with fireworks finale.

## Option 2

### Associate sponsor, cost £3,000

#### Benefits to your company

1. A promotional ½ page in the brochure
2. Your logo on print and the Xfest website alongside other sponsors
3. Special press release highlighting your business and other sponsors relationship with festival. (we currently get coverage in numerous core Kite Magazines, local papers including the Lincolnshire Standard, the Target series, county magazines, numerous kite related websites, Yorkshire Television, the BBC, BBC radio Lincolnshire and Lincs FM)
4. Banner on the site
5. Corporate hospitality at the event for up to 6 guests
6. The opportunity for a promotional stall/presence on the Xfest site
7. Team building opportunity for your staff to be involved as volunteers on the day.

This funding would be used to develop land-based attractions, such as graffiti and urban dance workshops, and finance the Independent Horse horsesurfing spectacular.

## Option 3

### Competition sponsor

Prize money for BKSA Pro Tour events attracts world class riders. Cost £250 Juniors, £500 Men, £500 Women.

#### Benefits to your company

- 1 Competition can hold the sponsor's name ie: **Sponsor** Cross the Wash Race
- 2 Banner on site
- 3 Corporate hospitality at the event for up to 4 guests

## Option 4

### Demo Kite Advertising

Sponsor a demo kite for use by the Skegness Surf and Kite Cost £100 +

1. Your company name will be seen flying high in the skies at the event
2. Your company name will be seen flying high in the skies around the county and on the beach when the Academy is teaching
3. Inclusion in publicity as sponsor
4. Corporate hospitality at the event for up to 4 guests

## Option 5

### Band sponsor

Bands cost approximately £200-£500. Your company could choose to sponsor any number of bands for the main stage.

#### Benefits to your company

1. Your logo on print alongside other sponsors and on web site
2. Banner on the site
3. A board whilst band playing detailing who has sponsored each band.
4. Corporate hospitality at the event for up to 4 guests
5. Opportunity to be involved in band selection panel

## Option 6

### Donation

Skegness Surf and Kite Academy welcomes any donation for our school or event, however small. Donations will be included in our list of sponsors.