

GREAT YARMOUTH MARITIME FESTIVAL 2011



Sponsorship Packages



THE HISTORY of the MARITIME FESTIVAL

- The MARITIME FESTIVAL was first staged in September 2000 as 'The Maritime Fayre' on the newly refurbished South Quay in Great Yarmouth.
- The aim of the Maritime Fayre was to celebrate and raise awareness of the Borough's proud maritime heritage and to encourage a new day and staying visitor to Great Yarmouth.
- Research undertaken at the first Maritime Fayre suggested that between 10,000-15,000 people visited over the two days of the event.
- In January 2001 the Maritime Fayre was re-named the MARITIME FESTIVAL.
- In June 2001 the South Denes Regeneration Partnership and the Great Yarmouth Tourist Authority (GYTA) agreed to underwrite the cost of the MARITIME FESTIVAL.
- In September 2001, despite driving rain and howling wind, the MARITIME FESTIVAL attracted over 20,000 visitors!
- In November 2001 the GYTA finally received confirmation that its bid for support funding for four years had been successful.
- During 2002 – 2005 European funding and generous support from local sponsors helped the MARITIME FESTIVAL grow into one of the Borough's most successful events.
- By 2006 the weekend event was attracting over 25,000 visitors and continued to hold the support from a growing group of local business support
- In 2009 the MARITIME FESTIVAL celebrated its 10th Anniversary.
- In 2010 the Maritime Festival attracted nearly 30,000 visitors over the two day event.



GREAT YARMOUTH MARITIME FESTIVAL

MARITIME FESTIVAL PROGRAMME

- Great Yarmouth's MARITIME FESTIVAL celebrates Great Yarmouth's proud maritime heritage and looks forward to a cutting edge off-shore maritime future.
- The MARITIME FESTIVAL is a multi-dimensional event enjoyed by the whole family – locals and visitors alike.
- The programme of activity is designed to utilise land and water to full advantage, capitalising on the site's unique location.
- Vessels of all shapes and sizes form a stunning backdrop to the MARITIME FESTIVAL. Moored along South Quay, many will be open for the public to explore.
- Some of the best maritime music will be featured during the weekend, from solo performers, talents musicians and rousing groups.
- Walkabout street theatre will raise smiles and eye-brows!
- Demonstrations by some of the best maritime-based talents from home and away will feature in a special 'demonstrators' marquee.
- Delicious outdoor caterers will tantalise your taste-buds.
- Throughout the weekend some of the most talented chefs from the region will demonstrate their unique skills in the kitchen cooking delicious fish recipes.
- The MARITIME FESTIVAL is in the heart of the Heritage Quarter and many stunning local museums and houses will be open to the public.
- Two marquees will be packed with a range of maritime crafts.



A VISION FOR THE MARITIME FESTIVAL

Over the next four years ...

- The MARITIME FESTIVAL will be the Borough's most visited event
- The MARITIME FESTIVAL will attract 50,000 people over the two-day event
- The MARITIME FESTIVAL will be celebrated by venues throughout Great Yarmouth
- The MARITIME FESTIVAL will be recognised as one of the region's major events
- The MARITIME FESTIVAL will make a significant contribution towards enhancing Great Yarmouth's reputation as a heritage destination

Over the next ten years ...

- The MARITIME FESTIVAL will have attracted 100,000 people over an extended event period.
- The popularity of the MARITIME FESTIVAL will have helped Great Yarmouth to be established as a major heritage destination as well as for its quality and popular seafront.



SPONSORS/SUPPORTERS





GREAT YARMOUTH MARITIME FESTIVAL

SPONSORSHIP PACKAGES

TITLE SPONSOR	<ul style="list-style-type: none"> ❖ Joint billing in Festival title i.e. 'Great Yarmouth Maritime Festival' in association with <i>COMPANY NAME</i> ❖ Company name associated with major element of the Festival, i.e. main stage ❖ Prominent full page advert in the festival programme ❖ Company sponsors logo will be included on official website ❖ Company banners (4) displayed on Festival site ❖ Invitation to special sponsors events ❖ Use of Corporate hospitality marquee 	£10,000 + VAT
FEATURE SPONSOR	<ul style="list-style-type: none"> ❖ Company name associated with a major element of the Festival, i.e. demonstration tent; street entertainment ❖ Prominent full page advert in the Festival programme ❖ Company sponsors logo will be included on official website ❖ Company banners (4) displayed on Festival site ❖ Invitation to special sponsors events ❖ Use of Corporate hospitality marquee 	£5,000 + VAT
GOLD ANCHOR	<ul style="list-style-type: none"> ❖ Full page advert in the Festival programme ❖ Company sponsors logo included on official website ❖ Company banners (2) displayed on Festival site ❖ Invitation to special sponsors events ❖ Use of Corporate hospitality marquee 	£2,500 + VAT
SILVER DARLING	<ul style="list-style-type: none"> ❖ Half-page advert in the Festival programme ❖ Company sponsors logo will be included on official website ❖ Company banner displayed on Festival site ❖ Invitation to special sponsors events ❖ Use of Corporate hospitality marquee 	£1,500 + VAT



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REPLY SLIP

We wish to take the opportunity to invest in the following sponsorship packages (please tick appropriate box)

TITLE SPONSOR £10,000 + VAT

FEATURE SPONSOR £5,000 + VAT

GOLD ANCHOR £2,500 + VAT

SILVER DARLING £1,500 + VAT

CONTACT NAME _____

COMPANY NAME _____

ADDRESS _____

E-MAIL _____

TELEPHONE No. _____

Please return to: Alan Carr
Greater Yarmouth Tourist Authority
Maritime House
25 Marine Parade
Great Yarmouth
NR30 2EN

Email: aac@great-yarmouth.gov.uk

Tel. 01493 846341

Fax. 01493 858588

Many thanks for your sponsorship of this great event!

