

Local Supporter

6 x Mela Sponsor Packages at £1,000 per year

Presenter "Talk Ups": The Main Stage presenter will mention your company name 3 times per day;

Website: Your company's logo will appear on the opening page of the Middlesbrough Mela website at www.boromela.co.uk;

Mela Brochure: 20,000 Mela brochures are produced and are widely distributed. Your company will have 1 x 1/4 page, full colour advert in the brochure. Your company logo will appear within the brochure;

Posters: Your company logo will appear on all posters and flyers;

Promotional Space: A standard stall space will be provided in the Bazaar on both Mela days. If you are already booking a space on the main field, we will offer a 10% discount.

Mela 100 Club

100 x Packages £100

Website: Your logo will appear on the '100 Club' page of the website, and will act as a link to a website of your choice;

Mela Brochure: Your company name will be listed on the '100 Club' page of the brochure, thanking you for your support;

Big Screen: Your logo will appear on the Mela Big Screen alongside other 100 Club members;

Social Media: We will thank your company for your support with an individual message which will appear on our Facebook page, directly appearing on the news feed of people who like the Mela;

Free Social Media Marketing Workshop: An opportunity for one representative from your company to attend this free, non-accredited workshop, led by an expert from Teesside University. Subject to availability. Terms and Conditions apply.

Middlesbrough sponsorship contact

For further information on sponsoring the Middlesbrough Mela please contact:

Rob Guest on 01642 729135
rob_guest@middlesbrough.gov.uk

Middlesbrough Mela
C/O Culture and Tourism
PO Box 504
Civic Centre
Middlesbrough
TS1 9FY

We also have a number of advertising opportunities available.



Middlesbrough Mela Sponsorship Opportunities



Sponsorship Opportunities

This vibrant and exciting weekend festival is one of the largest and most spectacular multicultural events in the North East of England. It presents two packed days of culturally diverse music and arts from acts of national and international standing and is the only Mela in the UK to promote a full day dedicated to sports and healthy living. We are looking for sponsorship partners who want to engage with our supportive audience and share their deep affection for the event.

Who Attends?

- 37,000 people over 2 days
- Families and friends of all ages
- 60% of Asian origin, 40% from other cultures
- Attendees from across the Tees Valley and the wider North East region



THE WEEKEND

Mela on Saturday: Midday to 5.00pm

Health, wellbeing and participation

The Sports Mela is a unique and exciting day of high quality activities for people to get involved, such as belly dancing, boxing, Tai Chi, Yoga, and traditional sports. It encourages healthy living with cookery demonstrations and plenty of opportunity for people to really get their hearts racing.

Mela on Sunday: Midday to 7.00pm

Sunday is celebration!

The Main Mela stage is a vibrant and impressive celebration of world class music which appeals to young people, with a rich mix of hip-hop, Bhangra and traditional Asian sounds. The variety of artists offered in recent years ranges from credible Bhangra stars HunterZ and Jassi Sidhu to Britain's Got Talent contestants Signature. This stage is the main focus of the day's musical entertainment and particularly attracts a younger audience of 15-25 year olds.

Other Attractions

Over 100 stalls make up the fabulous international bazaar where people browse their way through traditional crafts, delicious foods, fashion and jewels from around the world. A truly global experience! Families and young people enjoy our funfair, which is on site throughout the 2 days plus children's attractions such as quad biking, bouncy castles and bungee trampolines.



Mela Marketing

The Middlesbrough Mela has a comprehensive marketing strategy with local and regional coverage:

- 20,000 full colour brochures distributed locally and regionally also available as an ebrochure on various websites, including lovemiddlesbrough.com;
- 500 A3 posters distributed locally and regionally;
- 5 Adshel posters appear throughout central Middlesbrough;
- Extensive media coverage is generated and editorial regularly appears in the Evening Gazette, Northern Echo and Herald and Post and The Crack Magazine (local to the North East);
- BBC Tees, Tyne Tees TV, Eastern Eye, Sunday Sun and BBC TV cover the event;
- Middlesbrough Mela has its own website www.boromela.co.uk;
- Sunday Mela Sunday BIG SCREEN enables sponsors to advertise directly to over 30,000 people.
- An active Facebook page, providing a direct link between the Mela and our audience

The packages below are available for to you as they stand. However, we would be very happy to discuss bespoke packages with you to ensure that you can maximise the opportunities available.

Premier Sponsor

Available at £6,500



As the Premier sponsor your company will be the sole title sponsor in association with Middlesbrough Mela. Middlesbrough Mela Weekend will be sponsored by "Your company" and displayed on publicity and at the event as Middlesbrough Mela in association with "Your Company";

Press: Your company will be credited in all press releases as Middlesbrough Mela in association with "Your Company";

Branding On Site: Your company will have the opportunity to brand the stage and Mela site with banners on the stage, PA wings, fencing and banners around the site;

Branding around Middlesbrough: Your company's logo will appear on 5 1.8m X 1.2m size Adshel posters at prime locations in Middlesbrough town centre;

Big Screen Adverts: Your company's advert will appear up to 10 times on the Mela Big Screen throughout Mela Sunday;

Presenter "Talk Ups": Your company will have regular "Talk Ups" by the presenter on the Main Stage;

Website: Your company's advert will appear on the opening page of the Middlesbrough Mela website at www.boromela.co.uk with a hyper link to your own website;

Mela Brochure: 20,000 Mela brochures are produced and are widely distributed. Your company will have 1 full page, full colour advert on the inside front cover of the brochure. Your company logo will appear on the front of the brochure along with Middlesbrough Mela in association with "Your Company";

Posters: Your company logo will appear on all posters as Middlesbrough Mela in association with "Your Company";

Promotional Space: A prominent space will be allocated on the Mela main field for your promotional activities over the Mela weekend. Custom options are available for additional fees;

Stage: Four representatives of your company will have the chance to meet and greet some of the main stage artists, with the Chair of the Mela Management Committee and a Middlesbrough Council representative at the official opening of the Mela Sunday; representatives of your company will also be invited back stage to meet artists.