

MIDDLESBROUGH MELA SPONSORSHIP OPPORTUNITIES



BACKGROUND

Middlesbrough Mela is a free, high profile multi-cultural festival of regional significance which reflects the aspirations and needs of the communities within the Middlesbrough, wider TeesValley area and beyond, reaching audiences of upto 50,000 over the two day festival.

Now in it's 29th year, the event aims to bring communities together to celebrate and promote the diverse cultures within the region. The festival works to celebrate and participate in a host of high quality programme of events, including a vibrant celebration of world class music covering a rich mix of hip hop, Bhangra and traditional Asian sounds, the global arts village, food court, Bazaar, street theatre and family fun entertainment.

**THE TWO DAY FESTIVAL WILL TAKE PLACE ON
17TH AND 18TH AUGUST 2019 IN ALBERT PARK.**

PARTNERSHIP

As a prospective new partner we offer a range of wonderful benefits from working with Middlesbrough Mela and the chance to share significant positive impacts it has for the whole community.

-  Our aims work towards a diverse, cultural and artistic fun filled event
-  Attracting significant positive promotion for both the event and our partners
-  Celebrating the Tees Valley's diversity and contribute to community cohesion
-  Contributing to the future prosperity of Tees Valley and its industry, bringing 50,000 visitors to the event, over 20% of those visitors travel from outside the region the event impacts the wider economic benefit through encouraging extended visitor spend on travel, accommodation, restaurants and businesses
-  Highlighting the skills and creativity of artists and craftspeople, inspiring all ages to learn, whilst teaching culturally significant art forms



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WHAT WE HAVE ACHIEVED

This year Middlesbrough Mela will celebrate its 29th year, it is one of the longest running Mela's in the UK and the biggest Mela in the North East. The festival has gone from strength to strength

-  Reaching record attendance numbers of 50,000
-  20% of the festivals audience travel from outside the region to visit the event
-  5% increase in new local and national traders attending the event

SPONSORSHIP OPPORTUNITIES

Middlesbrough Mela has a selection of sponsorship packages available. We pride ourselves on working with our partners in productive and positive ways to continue the success of the event, whilst ensuring partners achieve their aims and objectives throughout the sponsorship agreement. We have some great ideas, but so do you! We love to talk to potential partners about creating a bespoke package especially for your organisation if you feel that the exiting packages do not quite fit your objectives.

Sponsorship is a fantastic mechanic to embed your company's brand and values within the community whilst supporting your local area. Sponsorship offers some fantastic benefits including:

-  Helping you to achieve your corporate social responsibilities
-  Directly reach a large target audience with your message
-  Gaining positive media attention
-  Staff engagement opportunities
-  Positive brand association



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HEADLINE GOLD SPONSOR £10,000

As premier sponsor your company will be the sole title sponsor. Middlesbrough Mela weekend will be sponsored by 'your company' and displayed as 'Middlesbrough Mela in association with your company'

- 🔥 Your company will be credited in all press releases as 'Middlesbrough Mela in association with your company'
- 🔥 Your company will have the opportunity to brand the stage and Mela site with banners on the PA wings, fencing and banners around other areas of the site
- 🔥 Your company's logo will appear on 5 x 1.8 m x 1.2 m size adshel posters at prime locations in Middlesbrough town centre
- 🔥 Your company will have regular 'talk ups' by the presenter on the main stage
- 🔥 Your company's logo will appear on all posters as 'Middlesbrough Mela in association with your company'
- 🔥 A prominent space will be allocated on the Mela main field for your promotional activities over the Mela weekend
- 🔥 Representatives of your company will have the chance to meet and greet some of the main stage artists, alongside the chair of the Mela management committee
- 🔥 VIP presence at the festival (10 representatives) who will receive a goodie bag and a guided tour of the festival site
- 🔥 Our main sponsors are invited to host a press launch prior to the marketing campaign, a photo call with other sponsors and quotes are included when we announce our headline acts
- 🔥 Social media promotion throughout the campaign, including regional networking hours on Facebook, Twitter and Instagram and Snapchat
- 🔥 Logo and banner advert on Love Middlesbrough Mela web page
- 🔥 Special thanks advert on the main stage big screen throughout the festival
- 🔥 Logo on key signage at the festival site



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SILVER SPONSORSHIP £5,000

-  Your company's logo will appear on 5 x 1.8 m x 1.2 m size adshel, Mela tri boards, banners, flyers and posters at prime locations in Middlesbrough town centre
-  Your company will have 2 x 'talk ups' each day by the presenter on the main stage
-  A prominent space will be allocated on the Mela main field for your promotional activities over the Mela weekend
-  Social media promotion throughout the campaign, including regional networking hours, on Facebook, Twitter and Instagram and Snapchat
-  Logo and banner advert on Love Middlesbrough Mela web page
-  Special thanks advert on the main stage big screen throughout the festival
-  Logo on key signage at the festival site

BRONZE SPONSORSHIP £1,500

-  Your company's logo will appear on 5 x 1.8 m x 1.2 m size adshel, Mela tri boards, banners and posters at prime locations in Middlesbrough town centre
-  Social media promotion throughout the campaign, including regional networking hours, on Facebook, Twitter, Instagram and Snapchat
-  Logo on Love Middlesbrough Mela web page
-  Special thanks advert on the main stage big screen throughout the festival
-  Logo on key signage at the festival site

BIG SCREEN ADVERTISING

1 DAY £250, 2 DAYS £300

-  Your company's advert showcased on the big screen, located on the main stage. The advert will be showcased a minimum of 50 times a day



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NEXT STEPS...

-  Contact the Festival and Events Team on 01642 729135 or events@middlesbrough.gov.uk to express an interest in sponsoring Middlesbrough Mela
-  We will arrange an initial meeting or telephone call to discuss your thoughts about the festival and the sponsorship packages/bespoke package
-  If required, amendment will then be incorporated into the sponsorship package to ensure the packages best meet the aims and objectives of your organisation
-  A sponsorship contract will be drawn up for you to sign
-  Your organisation will be invited to a start-up meeting discussing key dates and deadlines for the project

