



Sponsorship Opportunities The Battle of Evesham 2015 Festival

Introducing the Battle of Evesham

Ever wondered why there is a de Montfort school, a 'Simon de Montfort Drive', 'battlefield' and a 'de Montfort' bridge in Evesham?

2015 is the 750th anniversary of one of England's most important battles: The Battle Of Evesham. It was fought on 4 August 1265 between Simon de Montfort and Prince Edward (acting on behalf of his father King Henry III). It was political, personal and bloody! De Montfort was one of the forefathers of democracy, a template used worldwide. He was also an old friend to Henry, married to the King's Sister and Godfather to Edward. In a battle that lasted throughout a thunderous stormy night, with all rules ignored and outnumbered four to one; de Montfort lost his life...but not before creating a Parliamentary structure that is still used today.

The 750th anniversary will commemorate the battle and celebrate the work and life of de Montfort. In an election year and in the same year as the 800th anniversary of the Magna Carta, 2015 is a historic and special year for the Vale of Evesham. The town will be marking the anniversary with a fortnight of talks, lectures and tours plus a spectacular Medieval Festival for the whole family across the middle weekend.

The festival is completely self-funded and relies on the goodwill of the town and surrounding areas for its support. A small team has been commissioned to organise the festival and it needs your help.

As we enter the last few weeks of this amazing two year project we're still looking for a handful of supporters to make this one-off event the best it can be. We have marketed locally, nationally and internationally. The benefits to the town will be enormous as we attract in excess of 10,000 visitors from across the globe, all of whom will enjoy the re-enactments, displays, food, drink and the wealth of Evesham's heritage and beautiful river valley environment. Evesham's medieval festival has something for absolutely everyone!

We need your help!

Event Details

- Saturday 8 and Sunday 9 August 2015: 9.30am – 5.00pm
- Crown and Corporation Meadow, Evesham plus town centre and other locations
- One of the largest community events the area has hosted
- Showcasing & promoting local businesses
- Expected footfall of 10,000+
- Supported by a national, regional & local on and offline marketing campaign
- Promotes awareness and education of the town's heritage
- Large range of traders representing local food, beverages, arts and crafts
- The largest mid-13th century battle re-enactment in the country plus craft fayre, farmers market, medieval encampment and living history
- Prominent and well-known 5-hectares site with stunning riverside walk along the Avon
- www.battleofevesham.co.uk



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Collaboration is Key

The best way to achieve such a fantastic community event is to work collaboratively in an environment where everyone involved benefits. Your motivation for getting involved might be to support the community, gain further publicity and awareness or something else entirely. Our target is to create a fantastic event which puts Evesham on the UK's tourism map and drives economic vitality to the town, this year and for years to come.

Here's how you can help

We are offering Gold, Silver and Bronze sponsorship opportunities to businesses that want to be a part of things. Sponsorship can be in cash or kind and these are the things we're looking for:

- Medieval banquet special event on Saturday 8 August
- Lifeguards to provide safety cover along the river
- Entertainers to roam the festival and town
- Lanyards & badges or t-shirts to identify safety and event staff
- Straw bales for audience comfort around the main and mini arenas
- Event site map signage to guide visitors at the event
- Water for the re-enactors and visitors
- Bus park & ride service to service several stops through town and bypass
- Cash donations to help pay for a myriad of services, products and marketing

Chose the sponsorship package to suit your business

Gold - £500 (donation or value of donation)

- Silver plus: Complimentary tickets* to a special event
- Banner space in association of the area sponsored
- Inclusion in additional marketing

Silver - £250 (donation or value of donation)

- Bronze plus: Advert space in event programme
- Advert space on event site map
- Complimentary parking*

Bronze - £100 (donation or value of donation)

- Branding on literature about the sponsored item
- Website listing and link
- Inclusion on marketing material and PR
- Invitation to the hospitality yurt – exclusively invite only, media opportunities, refreshments

*To an agreed limit.

Cluster sponsorship is very welcome.

Contact

To discuss options further, please contact Antonia Coles, festival co-ordinator –
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