



Sponsorship Packages 2016

Biggar Little Festival (BLF) is pleased to offer a range of Sponsorship packages to local businesses and organisations as part of its commitment to enable the festival to play a role in the area's development. The Festival recognises the need to generate income from sponsorship if it is to remain viable in the longer term. However, in return it seeks to provide value to local business through increased publicity and brand awareness within the wider community around Biggar.

For the Festival in October 2016, the three levels of general sponsorship aimed at small local businesses, and the benefits of each, are:

- Bronze (£100)** - Acknowledgement in the BLF Programme
Acknowledgement of the BLF website
Link to company web site from BLF website
- Silver (£250)** - Link to company web site from BLF website
Company logo in BLF Programme
Company logo on BLF website
Acknowledgment of company in BLF Box Office
Two complimentary tickets to any BLF event
- Gold (£500)** - Link to company web site from BLF website
Company logo in BLF Programme
Company logo on general printed BLF promotional material
Company logo on BLF website
Acknowledgment of company in BLF Box Office
Company promotional material in BLF Box Office
Four complimentary tickets to any BLF event

Additionally, the Festival is able to offer a small number of individual event or promotional sponsorship arrangements, although these generally involve larger sums. We continue to seek sponsors that might be interested in both using the Festival as a mechanism for increasing brand awareness and who see an event such as BLF as a good fit with their social/community responsibility policy. We would be delighted to discuss individual arrangements with such potential sponsors.

Sponsors should note that BLF is not responsible for publicity and marketing material distributed by other organisers of events taking place as part of the festival.

A Taylor
Biggar Little Festival Committee
March 2016