



# South Notts Real Ale Festival

## 26<sup>th</sup> – 28<sup>th</sup> April 2024

### Festival Sponsorship

We've made it! 10 years of the South Notts Real Ale Festival at the Nottingham Moderns Rugby Club in Wilford. Our main aims for the festival are to create a great event for real ale enthusiasts and the local community, and to raise as much money as possible for local charities, and youth rugby at Nottingham Moderns Juniors section. The festival is organised and run entirely by volunteers, and all profits are donated – this year we plan to support the Macular Society – helping to research, treat and support those affected by Macular Disease.

Set in the heart of Wilford, the festival will feature some of the East Midlands' finest real ales and ciders as well as good food and live entertainment from local bands. The programme for the weekend has a relaxed start on Thursday 26<sup>th</sup> April for a cheese and beer pairing evening before getting underway properly at midday on Friday 27<sup>th</sup> April with an 'enthusiasts' session, followed later by our Friday night party, always lively and a lot of fun. Saturday combines the beer festival with the Nottingham Moderns Rugby 'President's Day' – junior and senior matches to enjoy, and hopefully some Spring sunshine. We have live bands and food to keep everyone happy throughout the event.

To support this fundraising event, we are offering four primary options for sponsorship:

Our **main festival sponsor's logo** will feature on the festival's glassware – a great takeaway gift for all visitors that ensures your brand appears in homes across the East Midlands. As well as a special mention in our tasting notes and sponsors screenshow, and posts in our social media, you also have the opportunity to provide your own branded items and / or leaflets for festival visitors. Main sponsors receive 10 tickets for our Friday night party – why not make it a team night to remember? Prices start at £1000, for a basic beer festival glass, but we can explore more premium options if required.

Our **gin or cider bar sponsors** will have their company logo featured on a poster above their respective bars, in the tasting notes and our sponsors' screenshow. Bar sponsors will receive 6 Friday tickets. Sponsorship for either bar costs £550

This year we have reinforced our social media strategy and increased our connections with both local and industry groups, businesses and individuals, meaning our sponsors will benefit from exposure before, during and long after the festival.

If you are interested in promoting your business at this event and would like to discuss sponsorship, please contact festival organiser Mark on 07917 523221 or email [info@southnottsrealale.co.uk](mailto:info@southnottsrealale.co.uk).