



South Notts Real Ale Festival

1st – 2nd May 2026

Moderns RFC Rugby Club



Festival 2026 Sponsorship Opportunities

Ladies and Gentlemen, we give you the 12th South Notts Real Ale Festival taking Place at Nottingham Moderns Rugby Club in Wilford.

The festival has become a well-established and much-loved event in the local calendar. Our aim each year is simple: to create a welcoming celebration of real ale and local entertainment for the community, while raising as much money as possible for charitable causes and supporting the continued development of Nottingham Moderns Rugby Club.

The festival is organised and run entirely by volunteers and this year we are also proud to be supporting the **Marie Curie Daffodil Campaign**, alongside **Spikers RFC in Kenya** – a start-up rugby club that Moderns is helping through kit collections and grassroots support.

Set in the heart of Wilford at Moderns Rugby Club, the festival will showcase some of the East Midlands' finest real ales and ciders, alongside great food and live music from local bands. Across the weekend, we expect several hundred visitors from across Rushcliffe, Nottingham and the wider region, creating a lively and inclusive community event.

Why support the festival?

By becoming a sponsor, your business will be directly supporting local charities, grassroots sport and a valued community event that brings people together. The festival provides a great opportunity for local businesses to demonstrate their commitment to the community, while also gaining valuable brand exposure to a wide and engaged audience.

Sponsors benefit from visibility before, during and after the event through festival marketing, social media promotion, printed materials and on-site branding. It is a chance to associate your brand with a positive community celebration while supporting causes that genuinely make a difference.

Event Programme

Friday 1st May: 12.00p.m.

Free Entry

'**Enthusiasts**' session, for CAMRA members, and the wider local community. Typically attended by over 70 people.

Friday 1st May: 7.00p.m. to 11.30p.m.

Ticketed Event (£Tickets are £10.00 each.)

Friday night party. Always lively and a lot of fun. Live music from Wilford's own, The Lapsed. Around 150 people usually attend.

Saturday 2nd May: 12.00p.m. to 11.30p.m.

Free Entry

Beer Festival & Moderns Rugby 'President's Day'. Junior and senior matches to enjoy, and hopefully some Spring sunshine. Always very well attended by families and the wider Rushcliffe and Nottingham communities, with food and refreshments available throughout the day. Live music from Hannah Marshall followed by The Terminal 5 Experience.

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

1. **Headline Festival Sponsor.**

Starting at £1000.00.

Our headline sponsor will have their logo featured on the festival glassware, a popular souvenir that visitors take home – ensuring your brand reaches homes across the East Midlands.

Additional benefits include:

- Logo and acknowledgement in the festival tasting guide
- Inclusion in the sponsors' screenshow
- Promotion via social media and the festival website
- Opportunity to distribute branded merchandise or leaflets
- 10 tickets for the Friday night party – perfect for a team social

Premium glassware options are also available should sponsors wish to explore enhanced branding opportunities.

2. **Gin, Cider or Prosecco Bar**

£550.00 per bar

Our **gin, cider or Prosecco bar sponsors** will have their company logo featured on signage above their respective bars, in the tasting notes and our sponsors' screenshow.

Includes **6 tickets for the Friday night event.**

3. **Beer Mat Sponsor**

£300.00

Your company logo will appear on all festival beer mats, as well as on our website and social media channels.

Includes **4 tickets for the Friday night event.**

4. **Barrel Sponsorship**

£75.00 per barrel

With over 35 beers and ciders on offer, sponsors can support an individual barrel.

Your logo will appear on the barrel and in the festival tasting guide.

Includes **2 tickets for the Friday night event.**

Memorial 'Golden' Barrel Donations

£10.00 minimum donation

This year we are introducing something especially meaningful to the festival – our Memorial 'Golden Barrel'.

The barrel will be dedicated to those much-loved members of Nottingham Moderns Rugby Club who are no longer with us but remain a huge part of the club's story and spirit. They may have moved on to greener pitches, but they are never far from our thoughts whenever the club comes together.

Rather than a single sponsor, we are inviting anyone who wishes to take part to make a small donation (minimum £10) in their memory. Friends, teammates, families and supporters are all welcome to contribute.

All proceeds from the Memorial Barrel will be donated to charities chosen by the families of those we are remembering, ensuring their legacy continues to make a positive difference.

It is a small but heartfelt way for the Moderns community to raise a glass, share a memory and celebrate the people who helped make this club what it is today.



Promoting our sponsors

This year we have strengthened our social media activity and connections with local businesses, industry groups and media, ensuring our sponsors receive strong exposure in the build-up to the event as well as during the festival itself.

If you are interested in promoting your business at this event and would like to discuss sponsorship, please contact festival organiser Dek Brown on 07796228198 or email info@southnottsrealale.co.uk.