I am very pleased to confirm that our hugely popular Summer of festivals will be returning for a fifth year this summer and I would like to invite you and your business to help us make 2019 the best one yet.

If you have previously sponsored or partnered with us, you will know what fantastic events they are and how they reach out to the whole family. These events would not be possible without the support of the private sector; and I like to think that together we create something very special, for the whole community, that benefits thousands of residents.

Despite all the uncertainty of Brexit and financial pressures affecting everyone, our events programme continues to be something our residents tell us they want year after year.

This year some of the events will showcase the ‘This is Me’ programme which celebrates individuality and self expression. The knitting project is back, culminating at the Barking Folk Festival where we are asking the community to knit or create thousands of unique handmade flowers to dress the stunning Abbey Ruins and Green.

2019 will also focus on the all important conversation we need to have with residents about regeneration and growth through the launch of ‘Borough and me’.

Over 50,000 people attended the 2018 Summer of festivals and the usual favourites will again be back for everyone to enjoy, including Steam and Cider Fair, One Borough Festival, Roundhouse Music Festival and Youth Parade.

I have no doubt your business or organisation will benefit by sponsoring one or more of the events, highlighting your commitment to and investment in Barking and Dagenham, which is continuously proving it is London’s biggest growth opportunity.

I look forward to seeing you at one of our events soon.

Councillor Darren Rodwell
Leader of Barking and Dagenham Council

“Join us, and become a part of Summer of festivals 2019”

Summer of festivals programme

**Council events:**

**Barking Folk Festival**
Saturday 8 and Sunday 9 June
Abbey Green and Abbey Ruins
A family-friendly festival celebrating folk music and dance from around the globe, complete with workshops, family fun and sensational street theatre. The evening concert in the beautiful setting of Abbey Ruins showcases the best names in folk music. The programme has a unique feel each day with ‘Rebels in the Ruins’ on Saturday and ‘Folk on Earth’ on Sunday.

**Pre-History Festival**
Saturday 22 and Sunday 23 June
Dagenham’s own Caveman capers – Valence House
See what life was like over 2000 years ago in this festival of Prehistoric Life celebrating the Stone, Bronze and Iron ages. Everyone and everything from the cavemen of the Ice Age to Boudicca and her soldiers battling the Roman invaders. With demonstrations and fun activities for all the family.

**Eastbrookend Country Fair**
Sunday 23 June
Eastbrookend Country Park
Escape to the Dagenham countryside for a day of family fun at the Eastbrookend Country Fair, with plenty of shows, entertainment and activities that celebrate the joys of nature and country living.

**Steam and Cider Fair**
Saturday 29 June
Old Dagenham Park
Enjoy traditional entertainment and attractions to reflect the borough’s rural and industrial heritage with steam engines, a classic car show, animals, arena acts and the popular Cider Stage featuring country and western and rock ‘n’ roll favourites.

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Cover and event images copyright of Jimmy Lee © 2018
One Borough Festival
Saturday 20 July
Parsloes Park
Our community focused festival is back and promises to be even bigger and better. Thrilling entertainment, dance, street theatre, stalls, family fun, and more; you name it we have it. The stage line up this year will take us “Back to the 80’s”, headlined by The Fizz!

Roundhouse Music Festival
Sunday 21 July
Parsloes Park
A retro rock concert with a modern twist to celebrate the rich musical history of the borough’s Roundhouse pub which has played host to some of the world’s most famous rock bands. The Roundhouse Unsigned Final in association with Livewire takes place at the festival showcasing the best local emerging talent.

National Play Day
Wednesday 7 August
Valence Park
A free family fun day aimed at celebrating the importance of play in every child’s life. Activities will include inflatables, soft play, arts & crafts, land train, face painting and more.

Youth Parade
Sunday 22 September
Old Dagenham Park to Parsloes Park
Our sixth annual Youth Parade celebrates the borough’s inspirational young people and the positive contribution they make. The parade culminates with a great family friendly event showcasing a number of clubs, groups and activities aimed at young people. The event is also jam-packed with free family entertainment, workshops, rides and attractions.

Equality and Diversity Events
Various dates
Barking and Dagenham is proud of our vibrant, diverse and changing borough. That’s why we have a varied programme of equality and diversity events that mark important dates and celebrations including Pride, Women’s Empowerment Month, Black History Month and International Day of Disabled People. To sponsor one of our high quality equality events please contact CE-Strategy@lbbd.gov.uk

The London Youth Games
Saturday 6 and Sunday 7 July
The high profile London Youth Games aims to inspire and enable young every Londoner to find their best through sport. It provides opportunities for young Londoners to come together and challenge themselves to achieve more through competition programmes across 30 sports through the year, culminating in a finals weekend on the 6 and 7 July. Support and nurture our sporting stars of the future by sponsoring the borough’s participation in the Games, giving young people of Barking and Dagenham the very competitive platform they need to showcase their talent at a London-wide level. Sponsorship can help secure overall borough participation in the Games or can support the participation of a particular borough team in a specific sport.

For anyone wishing to support events delivered by our partners, we can put you in direct contact with the organisers.
Please note sponsorship packages will vary between organisations. All events and dates are subject to change and dependent on securing sponsorship.

Council events:

Summer of festivals programme
Winter events programme

Council events:

Events in our winter programme which also welcome support include:

Colin Pond Scholarship Awards
Wednesday 16 October
Broadway Theatre
An annual celebration of Barking and Dagenham’s top performing GCSE students who are choosing to continue their studies in the borough. A formal but incredibly inspiring event that sees young people being rewarded with a scholarship for outstanding educational achievement in our schools, with an opportunity to hear from previous scholars about how a scholarship has helped them continue on to even greater success.

Women’s Empowerment Awards
Wednesday 2 October
Broadway Theatre
The annual awards ceremony promises to be the best yet, honouring amazing women from Barking and Dagenham.

Winter Lights Festival
November
Giant lit sculptures and lanterns will be carried on a huge community parade through the borough, concluding at a celebratory festival of lights.

Barking mad about Christmas
Saturday 30 November
Barking Town Centre
A festive family event which sees the big Christmas tree light switch on and fantastic seasonal entertainment.

Partner events:

Glow at Eastbury
November
Creative Barking and Dagenham in partnership with Eastbury Manor House.
After a brilliantly successful and majestic fire garden and lantern festival in 2018, this resident led light celebration will be back in November. Transforming and lighting up Eastbury Manor House. Throughout October there will be opportunities for residents to create their very own lanterns.

Fireworks display by Barking and East London Roundtable
Saturday 2 November
Barking Park
This well established fundraising event features a fireworks display with live entertainment, food and funfair rides.

Women’s Empowerment Awards

Sponsorship opportunities

This year we are pleased to offer a range of sponsorship packages that are available for each of the council run events. We are also always happy to discuss bespoke requests and offer additional sponsorship opportunities to suit every budget, welcoming support in-kind too.

In-kind contributions will be quantified to allow us to determine the correct sponsorship package for you, so you and your business will not miss out on the many benefits of supporting the Summer of festivals.

Next steps

1. Take a look at the following sponsorship packages.
2. Contact us to arrange a meeting at a convenient time and location for you and your team.
3. Invoices will be issued from April 2019 unless you wish to pay earlier, in which case please let us know.
4. Your sponsorship agreement and events booking form will be issued, please sign and return asap.
5. The events team will be in touch prior to the event to discuss final details and will send any necessary car parking passes or VIP packs out by post.
6. Enjoy the benefits of your sponsorship package!

Don’t hesitate to ask questions, either on the day of the event or in the lead up.

Summar of festivals sponsorship packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Premier Diamond</td>
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<tr>
<td>Diamond</td>
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<td>£8,000</td>
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<tr>
<td>Bronze</td>
<td>£4,000</td>
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</table>

Additional non-package opportunities ranging from £1,000 to £3,000

All costs are exclusive of VAT.
Diamond Package – Sponsorship of 6 events
Investment: £30,000 + VAT
Upgrade to the Premier Diamond Package for all the below PLUS event title rights for one festival £40,000 + VAT

Presence at sponsored events
- 18m x 15m pitch at chosen events in a prime location on the showground
- Attendance at the events to distribute marketing collateral and merchandise
- PA announcements acknowledging your company as a sponsor

Infrastructure provided at events if required
- Furniture including required tables, chairs and access to power if requested
- 12m x 12m marquee provided

Branding
- Eight banners featuring your logo, contacts and event details to be displayed in high footfall areas of the event (900mm high x 6000mm wide)
- Logo to feature on stage backstop banner

Event advertising, press and PR
- Listed on council’s website in two places: Summer of festivals sponsors’ page and specific event page with hyperlink to your website (if supplied)
- Acknowledged on the council’s social media as an event sponsor and linked to if social media and website provided
- Included in event press release with quote if supplied (N.B we cannot guarantee what the media include in their coverage)
- Logo included on front cover of event flyer
- Double page spread advert in event leaflet (if artwork supplied)
- Logo included on pull up banners
- Logo included on event posters
- Logo included on all event outdoor advertising including JC Decaux 6x6 sheet sites and street railing banners
- Logo included on event A-frame boards featuring maps and key customer information at prime locations at the event

Council advertising, press and PR
- Logo on any generic Summer of festivals outdoor advertising
- Name check of your company and link to your website (if provided) in the council resident newsletter (for event promotion) (email to approximately 13,000 with almost a 50% open rate)
- Access to 15 council street railing banner locations for a consecutive three month period between September 2019 and March 2020 (banners not supplied)
- Logo on our new Summer of festivals mascot at all events

Hospitality
- 20 VIP passes to the Leader’s Reception at the Barking Folk Festival including two complimentary drinks each and canapes
- Access to the hospitality area with a paid bar
- Complimentary VIP parking
- Meet and greet opportunities with artists and branded company photo opportunities

Platinum Package – Sponsorship of 3 events
Investment: £15,000 + VAT

Presence at sponsored events
- 15m x 15m pitch at chosen events in a prime location on the showground
- Attendance at the events to distribute marketing collateral and merchandise
- PA announcements acknowledging your company as a sponsor

Infrastructure provided at events if required
- Furniture including required tables, chairs and access to power if requested
- 9m x 9m marquee provided

Branding
- Six banners featuring your logo, contacts and event details to be displayed in high footfall areas of the event (900mm high x 6000mm wide)
- Option at one event to upgrade package to include stage branding featuring your company logo (guide price additional £2,000 depending on stage specification)

Event advertising, press and PR
- Listed on council’s website in two places: Summer of festivals sponsors’ page and specific event page with hyperlink to your website (if supplied)
- Acknowledged on the council’s social media as an event sponsor and linked to if social media and website provided
- Included in event press release with quote if supplied (N.B we cannot guarantee what the media include in their coverage)
- Logo included on front cover of event flyer
- Full page advert in event leaflet (if artwork supplied)
- Logo included on pull up banners
- Logo included on event posters
- Logo included on all event outdoor advertising including JC Decaux 6 sheet sites and street railing banners
- Logo included on event A-frame boards featuring maps and key customer information at prime locations at the event

Council advertising, press and PR
- Name check of your company and link to your website (if provided) in the council resident newsletter (for event promotion) (email to approximately 13,000 with almost a 50% open rate)

Hospitality
- 15 VIP passes to the Leader’s Reception at the Barking Folk Festival including two complimentary drinks each and canapes
- Access to the hospitality area with a paid bar
- Complimentary VIP parking
- Meet and greet opportunities with artists and branded company photo opportunities
Gold Package – Sponsorship of 2 events

Investment: £10,000 + VAT

Presence at sponsored events
- 12m x 12m pitch at chosen events in a prime location on the showground
- Attendance at the events to distribute marketing collateral and merchandise
- PA announcements acknowledging your company as a sponsor

Infrastructure provided at events if requested
- 12m x 12m pitch at chosen events in a prime location on the showground
- Attendance at the events to distribute marketing collateral and merchandise
- PA announcements acknowledging your company as a sponsor

Branding
- Six banners featuring your logo, contacts and event details to be displayed in high footfall areas at the event (two 900mm high x 3000mm wide and four 900mm high x 6000mm wide)

Event advertising, press and PR
- Listed on councils website in two places: Summer of festivals sponsors’ page and specific event page with hyperlink to your website (if supplied)
- Acknowledged on the council’s social media as an event sponsor and linked to if social media and website provided
- Included in event press release with quote if supplied (NB we cannot guarantee what the media include in their coverage)
- Logo included on front cover of event flyer
- A5 landscape advert in event flyer (if artwork supplied)
- Logo included on pull up banners
- Logo included on event posters
- Logo included on all event outdoor advertising including JC Decaux 6 sheet sites and street railing banners
- Logo included on event A-frame boards featuring maps and key customer information at prime locations at the event

Council advertising, press and PR
- Name check of your company and link your website (if provided) in the council resident newsletter (for event promotion) (enrolled to approximately 13,000 with almost a 50% open rate)

Hospitality
- 10 VIP passes to the Leader’s Reception at the Barking Folk Festival including two complimentary drinks each and canapes
- Access to the hospitality area with a paid bar
- Complimentary VIP parking

Silver Package – Sponsorship of 1 event

Investment: £8,000 + VAT

Presence at sponsored event
- 9m x 9m pitch at chosen event in a prime location on the showground
- Attendance at the event to distribute marketing collateral and merchandise
- PA announcements acknowledging your company as a sponsor

Infrastructure provided at event if required
- Furniture including required tables, chairs and access to power if requested
- 6m x 6m marquee provided

Branding
- Four banners featuring your logo, contacts and event details to be displayed in high footfall areas at the event (900mm high x 3000mm wide)

Event advertising, press and PR
- Listed on councils website in two places: on Summer of festivals sponsors’ page and specific event page with hyperlink to your website (if supplied)
- Acknowledged on the council’s social media as an event sponsor and linked to if social media and website provided
- Included in event press release with quote if supplied (NB we cannot guarantee what the media include in their coverage)
- Logo included on flyer
- A6 landscape advert in event flyer (if artwork supplied)
- Logo included on pull up banners

Hospitality
- Six VIP passes to the Leader’s Reception at the Barking Folk Festival including two complimentary drinks each and canapes
- Access to the hospitality area with a paid bar
- Complimentary VIP parking
Bronze Package – Sponsorship of 1 event
Investment: £4,000 + VAT

- Presence at sponsored event:
  - 6m x 6m pitch at chosen event in a prime location on the showground
  - Attendance at the event to distribute marketing collateral and merchandise
  - PA announcements acknowledging your company as a sponsor

- Infrastructure provided at event if required:
  - Furniture including required tables, chairs and access to power if requested

- Branding:
  - Two banners featuring your logo, contacts and event details to be displayed in high footfall areas at the event (900mm high x 3000mm wide)

- Event advertising, press and PR:
  - Listed on council's website on Summer of festivals sponsors' page with hyperlink to your website (if supplied)
  - Acknowledged on the council’s social media as an event sponsor and linked to if social media and website provided
  - Included in event press release with quote if supplied (N.B we cannot guarantee what the media include in their coverage)
  - Logo included on flyer
  - Logo included on pull up banners

- Hospitality:
  - Four VIP passes to the Leader’s Reception at the Barking Folk Festival including two complimentary drinks each and canapes
  - Access to the hospitality area with a paid bar
  - Complimentary VIP parking

Additional sponsorship opportunities
Guide cost £1,000 to £3,500 + VAT
(This is scalable depending on the profile of act or attraction booked)

- Sponsor stage or arena act:
  - Listed on council’s website on Summer of festivals sponsors page with hyperlink to your website (if supplied)
  - Company name listed in event brochure in association with act
  - Sponsor name checked when act announced
  - Two VIP passes to the Leader’s Reception at Barking Folk Festival including one complimentary drink each

- Sponsor area or attraction:
  - Listed on council’s website on Summer of festivals sponsors page with hyperlink to your website (if supplied)
  - Company listed in event brochure in association with area or attraction
  - Branding opportunity in area
  - Two VIP passes to the Leader’s Reception at Barking Folk Festival including one complimentary drink each

- Sponsor family workshop, activity or competition:
  - Listed on council’s website on Summer of festivals sponsors’ page with hyperlink to your website (if supplied)
  - Company listed in event brochure in association with workshop or activity
  - Two VIP passes to the Leader’s Reception at Barking Folk Festival including one complimentary drink each

- Arena banner (council produced):
  - Listed on council’s website on Summer of festivals sponsors page with hyperlink to your website (if supplied)
  - Banner displayed in main or static arenas/areas at one chosen event
  - Two VIP passes to the Leader’s Reception at Barking Folk Festival including one complimentary drink each

- Sponsor a project e.g the knitting community participation project:
  - Listed on council’s website on Summer of festivals sponsors page with hyperlink to your website (if supplied)
  - Logo added to the Barking Folk Festival programme with the write up about the project
  - Two VIP passes to the Leader’s Reception at Barking Folk Festival including one complimentary drink each
Borough and me
Talking to residents about growth and regeneration in Barking and Dagenham.

What’s it all about? Our borough is changing fast. Over the next 20 years, the council has plans to build 50,000 homes, and to create 20,000 jobs, alongside delivering new investment in the borough’s high streets, town centres and infrastructure. In 2019, the council and BeFirst (our wholly owned development and regeneration company) want to share these plans with the residents of Barking and Dagenham. We want as many of our residents as possible to know about the exciting change that is coming, and to be clear about how they can get involved in shaping it.

What will ‘Borough and me’ involve? ‘Borough and me’ will involve four linked activities in 2019:

1. Publishing a ‘Borough and me’ newspaper. A one-off publication distributed to all 77,000 households in the Borough in September 2019. This publication will set out the council’s vision for regeneration in Barking and Dagenham as well as the changes (in relation to new homes, jobs and infrastructure) planned in each of the Borough’s neighbourhoods.

2. Hosting pop up stalls at a series of summer festivals. Throughout June and July, we will set up ‘Borough and me’ pop up stalls at 9 of the summer festivals. We will use these stalls to distribute and talk about advance copies of the ‘Borough and me’ paper to residents.

3. Running a ‘Borough and me’ exhibition at the One Borough Festival. A large tented exhibition that will showcase different schemes across the Borough. In the run up to the festival, all primary schools in the Borough will be invited to take part in a competition that asks Key Stage 2 children to produce a piece of homework inspired by ‘Borough and me’ (for example a model of a building that they would like to see in the Borough, or a poem about the future), with the best examples from each school being selected to take part in a final competition at the ‘Borough and me’ exhibition, to be judged by the Leader and other prominent local and national figures.

4. Conduct a series of ‘Borough and me’ bus tours. Alongside the publication of the paper, we will offer residents customised ‘Borough and me’ bus tours allowing them to see for themselves some of the changes that are planned, whilst exploring the best of the Borough’s heritage and history.

What are we asking for and what are we offering? We would like to offer you the opportunity to partner with us in sharing the ‘Borough and me’ story with our residents. This is a bespoke opportunity, and we are happy to work with potential sponsors to consider how best they would like to contribute.

Borough and me paper
Sponsorship will be used to cover the costs of printing and distributing the ‘Borough and me’ paper to all 77,000 households in Barking and Dagenham.
In return, we could offer flexible coverage/exposure for potential partner in the paper itself.

Borough and me pop ups
Sponsorship will be used to cover infrastructure for pop up events at 9 of the summer festivals in 2019, as well as banners and marketing materials.
In return, we could offer coverage/exposure for potential partners on Borough and me banners and marketing materials associated with the pop up events.

Borough and me exhibition
Sponsorship will be used to fund infrastructure and materials for the exhibition at the One Borough Festival, as well as a video that will be shown to all Key Stage 2 children in the Borough in preparation for the homework task. Sponsorship will also be used to fund individual prizes for the best homework from each school, as well as an overall prize for the best homework from across the Borough.
In return, we could offer potential partners coverage/exposure in the homework task video, and on any materials associated with the exhibition. We could also offer a stand at the exhibition itself, as well as the opportunity to nominate someone as a judge at the homework competition.

Borough and me bus tours
Sponsorship will be used to fund the design of the bus tours, a guide, the buses themselves, and any marketing materials associated with the tour.
In return, we could offer coverage/exposure in associated marketing materials, as well as distribution of your own marketing materials to residents on the tours.

Contact details
Julia Pearson - Cultural Events Manager
Phone: 020 8227 5247
Mobile: 07968 511 927
Email: julia.pearson@lbbd.gov.uk

Sarah Belchambers - Cultural Events Manager
Phone: 020 8227 3192
Mobile: 07774 708 838
Email: sarah.belchambers@lbbd.gov.uk

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1 summer
Over 10 free events
Have the time of your life!

Summer of festivals
2019
one borough; one community

Barking and Dagenham