



THE PHOENIX FESTIVAL
★ ABBEY GROUNDS, CIRENCESTER ★
TEN YEARS AFTER
★ 26TH - 27TH AUGUST ★
2023

THE PHOENIX FESTIVAL WELCOMES LOCAL PERFORMING ARTISTS AND SPECIAL MUSICAL GUESTS TO CIRENCESTER FOR AN AMAZING WEEKEND ON AUGUST 26TH & 27TH 2023.



A NIGHT FULL OF BANDS

This successful live music festival is set in the heart of the Cotswold's and embraces the beautiful historic surroundings of the Abbey Grounds right in the centre of Cirencester.

The Phoenix Festival is organised solely by volunteers on behalf of Cirencester Town Council and works under the charitable guidance of the Cirencester Community Development Trust.

The aims and objectives of the Phoenix Festival are to provide a totally free to enter event experience for all people of all ages with varying musical tastes that welcomes young people and their families.

The Phoenix Festival holds a track record of staging some of the most accomplished artists from the local area, plus exciting up-and-coming young performers alongside nationally established acts.

It intends to make a statement in our town, to inspire and engage young people and give local artists a platform to showcase their talents.

Becoming a partner of the Phoenix Festival will help us secure the festivals uniquely free status for another year and into the future.





OUR VISION

To be the free festival in the Cotswold's that inspires and involves young people, supports local talent, engages the community and makes live performance accessible to all.

OUR MISSION

To establish the Phoenix Festival as an annual platform where artists, the community and businesses can collaborate and bring new audiences together to celebrate the value of live performance.

OUR GOALS

To be organised solely by volunteers to support young people to help the personal and professional development with support from industry professionals and local businesses.

To build a self-sustaining music festival to showcase local talent and bring live performance to Cirencester to attract and inspire audiences of all ages, all communities and make them totally accessible to all.





THE PARTNERSHIP PROGRAMME

Becoming a partner of The Phoenix Festival provides an ideal opportunity to become a part of an organisation that supports the development of young people and enriches the community by bringing all ages from all backgrounds together for a weekend of entertainment.

Any partner who pledges any amount of money or service in kind is contributing to the success of the festival.

Each year we have to raise around £50,000 to stage the event, this total is the result of many volunteer hours applying for grants and securing funding to enable this wonderful event to continue.

We want to become a sustainable event and create long lasting, trusted relationships with brands and businesses.





WHAT'S IN IT FOR A PARTNER?

The Festival is an ideal, cost effective opportunity for businesses to make a presence and promote their message in today's very competitive marketplace. This year we are offering a wide range of partnership opportunities to cater for all businesses, large and small.

The Phoenix Festival is created to appeal to all ages and with such a diverse range of music and artists it is guaranteed that we will attract your target audience.

We have outlined some typical examples of partnership opportunities that we can offer over the next few pages of this document. However, if you require a more 'tailor made' package, please do not hesitate to contact us.

You can become a Phoenix Partner for as little as £50!

Alternatively you set up a standing order donation direct to us for as little as £50 per month!!!

<https://www.justgiving.com/fundraising/phoenixfestival2023>





LEVELS OF SPONSORSHIP

1. Phoenix Executive Partner

The Executive Partner sponsorship offers a business the following list of benefits and suggested potential opportunities that can be altered and adjusted to suit an individual's requirements.

- Main Stage Video Display
- On site branding opportunities.
- Trade space on the site to advertise your company.
- Logo & web link on website.
- Coverage on social media outlets.
- Stage shout-outs and thanks by the compères.
- Invite to a private pre-festival reception.
- Use of the Phoenix Logo on your website and marketing material

Guide Price : £4,000

2. Phoenix Associate Partner

Becoming an Associate partner offers your business a targeted list of benefits

- Main Stage Video Display
- On site branding opportunities.
- Logo & web link on website..
- Invite to a private pre-festival reception.
- Use of the Phoenix Logo on your website and marketing material

Guide Price : £1,000

3. Phoenix Advertiser

Becoming an Advertiser of the Phoenix Festival offers a business a list of smaller, individual opportunities that can be tailored to any requirement.

Guide Price : £20-£100

Phoenix 'IN KIND' PARTNERSHIP

In Kind support can also take the form of goods and/or services and we will be happy to discuss any non-financial contributions and corresponding partner benefits.