



# Pendle Walking Festival 2020

## Dear Sponsor

I'm writing to ask if you'd like to be involved in the annual Pendle Walking Festival with unique sponsorship opportunities.

Ours is one of the biggest and best walking festivals in the UK and it attracts visitors from all over the country, from different parts of Europe, as well as being enjoyed by local people of all ages.

The nine day event is a great opportunity to showcase Pendle's stunning countryside including Pendle Hill - an Area of Outstanding Natural Beauty. The Pendle Walking Festival has been a successful annual event since 2004.

To make it sustainable for the future we are looking for up to three companies or organisations to support the event.

It's a unique and first time opportunity to be connected with an event which raises Pendle's profile, boosts tourism in our area and is great for health and wellbeing.

I've included details of three sponsorship packages for you to consider - they all give opportunities to raise your organisation's profile in a positive healthy way.

If you'd like to be involved please call our Tourism Officer Mike Williams to discuss this fantastic opportunity to be involved with a great event which makes us so proud of Pendle.

Yours sincerely

**Dean Langton**  
Chief Executive, Pendle Council

## The event

The Pendle Walking Festival was established in 2004 as a four day event with around 15 walks and has since grown into a nine day event with nearly sixty walks.

It is one of the UK's largest walking events and people travel from all over the UK and Europe to take part.

The event has not only attracted thousands of walkers to the area since its inception but it also acts as a showcase for Pendle, including featuring an Area of Outstanding Natural Beauty.

## The Audience

- 2/3rds of participants come from outside Pendle
- We attract families as we offer a range of family friendly walks
- A large number of over 50s take part
- The event has wide appeal as walks are graded from easy to hard.

## Sponsorship benefits

We are looking for organisations and businesses with an interest in supporting the Pendle Walking Festival.

## We can raise the profile of your company or organisation:

- Our adverts are expected to reach over 3 million readers in major publications, such as The Ramblers Walk magazine and Country Walking
- On our tourism website seen by 20,000 people
- In 10,000 printed Walking Festival leaflets
- In media news stories worth over £5,000 in equivalent advertising value for all packages
- On our walks to over 1,000 people, including the Launch Event
- On our dedicated Facebook page, which has had over 100,000 views and currently has over 6,000 likes
- On our Twitter channel @VisitPendle
- On our E-newsletters which are sent to 1,000 registered users.

We'd like to involve three companies or organisations in supporting our Pendle Walking Festival with option to discuss a solo overall sponsorship deal for a year or longer.



## BRONZE PACKAGE

- Cost £1000 per year / Sponsorship rewards:**
- Your company logo on all promotional material
  - Publicity on our website [www.visitpendle.com](http://www.visitpendle.com)
  - Your sponsorship flagged up in the launch news story



## SILVER PACKAGE

- Cost £2500 per year / Sponsorship rewards:**
- Your company logo on all publicity material
  - Full mention as sponsor in all media news stories
  - Attendance and publicity at the launch event
  - Publicity on our website [www.visitpendle.com](http://www.visitpendle.com)
  - Company flier sent out with all mail out letters (flier to be provided by the company and agreed with Pendle Council)
  - Coverage on posts on our Pendle Walking Festival Facebook page



## GOLD PACKAGE

- Cost £5,000 per year / Sponsorship rewards:**
- The festival will be fully branded with the company name, ie The **(your company name)** Pendle Walking Festival
  - Your company logo on all publicity material (prominent and on its own)
  - Full mention as headline event sponsor in all media communication materials with the event branded with your company name
  - Attendance and publicity at the launch event
  - Publicity on our website [www.visitpendle.com](http://www.visitpendle.com)
  - Company logo on festival advertising (in magazines such as The Ramblers Walk magazine and Country Walking)
  - Coverage on posts on our Pendle Walking Festival Facebook page
  - Coverage on our Twitter feed @VisitPendle
  - Coverage on the branded e-newsletters we send to those registered with us (GDPR compliant)
  - Company to be introduced on all letters to walkers
  - Company flier to be sent out with all letters (flier to be provided by the company and agreed with Pendle Council)
  - Opportunity for your company to be promoted at each walk within the festival (Normally around 57 walks) to all festival goers.



If you would like to discuss sponsorship opportunities please contact **Mike Williams on 01282 661963.**

