

THE Unconventional WEDDING FESTIVAL

Stanford Hall, 11-12 May 2019

Sponsorship Pack



Millennials are changing the face of the wedding industry

They are more likely to break with tradition, choosing instead to do their own thing and create a wedding that reflects their personalities.

This is largely due to a number of factors, from couples getting married older and being more likely to pay for the majority of their wedding themselves to the desire for a social media worthy wedding.

Whether it's just a few quirky finishing touches or a full-on themed wedding, more couples than ever are looking for something a little different to create the WOW factor.



Our Festival Vision & Mission

The Unconventional Wedding Festival is no ordinary wedding fair!

Our aim is to offer couples a way to find inspiration, get practical wedding planning advice and connect with the suppliers who can help them turn their wedding vision into reality, all while enjoying a fun packed day out.

Starting with two festivals in 2019, one in the Midlands and the other in the South West, our plan is to add further festivals in different regions across the UK in 2020 and beyond.



The Opportunity



There are over
250,000
weddings in the
UK every year



UK weddings are
worth over
£10 billion
a year

The average amount of time
spent planning a wedding is



12
months



62%
of couples are planning a themed
wedding or are looking for
quirky, more personal touches





Our Audience

Our audience are predominantly 25-35 year olds couples and their entourage.

We are expecting a higher percentage of females. However, we would expect the number of males attending to be considerably higher than at conventional wedding fairs.

Festival goers will be predominantly from the ABC1 socio-economic group with a joint average income of approx. £69k, although we also expect a number of DIY brides looking for quirky finishing touches.

Their average wedding budget is £20k.

Key Benefits

The Unconventional Wedding Festival presents a valuable opportunity for you to promote your brand in front of thousands of Festival goers.

By partnering with us, you will get:

- Direct exposure to a large, targeted and receptive ABC1 audience
- Opportunity for immediate ROI through sales at the Festival
- Opportunity to capture lucrative visitor data
- Ability to engage with visitors in a fun and vibrant atmosphere
- Gain valuable customer feedback and build awareness of your brand





PR & Marketing

Becoming a sponsor of The Unconventional Wedding Festival is a great way of maximising your exposure before, during and after the event. We have an extensive multi-platform marketing and PR campaign planned, and have employed Propose PR to help us deliver it.

This will include:

- **Newsletters:** Regular newsletters will be sent to our growing database of subscribers.
- **Social media:** Regular posts across Facebook and Instagram on both the The Unconventional Wedding Festival and Unconventional Wedding platforms.

As The Unconventional Wedding Festival is new for 2019 both the website and social media presence are relatively new. However, interest in this unique wedding showcase is such that in a short space of time the number of unique users on our website has risen to around 2000 a month, and we have an audience of over 2,000 across social media, which is growing daily. We anticipate our reach will grow significantly now that our PR campaign is underway.

Unconventional Wedding, which was launched in May 2018, has become the UK's fastest growing alternative wedding blog and supplier directory. It has a current social media reach of over 40,000 per month which continues to grow month on

month. It is now ranked number three in natural search for alternative wedding and number one for unconventional wedding.

- **National and regional press and online media:** Newspaper and magazine coverage, radio, television, outdoor media and special interest blogs.
- **Print and online wedding media:** Advertising and featured editorials and competitions will be targeted at leading national and regional bridal publications and top wedding blogs, such as Rock n Roll Bride and Wedding Ideas magazine.
- **Press launch:** The Unconventional Wedding Festival will kick off the night before it opens to the general public with a press launch, which will be attended by invited press, sponsors and festival exhibitors.
- **Festival guide:** To be distributed to all of our festival goers.



Goody Bags

Festival bags

Given to every festival goer, festival bags are a fantastic opportunity to get your brand straight onto our festival goers' radar.

- Sponsorship: £5,000 per festival
Logo on one side of the bag plus a leaflet or product sample insert.
- Leaflet of product sample insert: £1,000 per festival

VIP bags

Given to those who've upgraded to the VIP Experience which includes VIP parking, fast track entry to the festival, access to our exclusive VIP Zone, a complimentary glass of bubbly and a lunch voucher allowing them to choose their own lunch from our range of food vendors, along with a luxury VIP bag packed full of goodies.

- Sponsorship: £2,500 per festival
Logo on one side of the bag plus a leaflet or product sample insert.
- Leaflet of product sample insert: £1,000 per festival

Supplier bags

Given to every supplier to help them get through the weekend, this is the perfect opportunity for businesses providing products and services to wedding industry suppliers to get your brand in front of our suppliers.

- Sponsorship: £2,500 per festival
Logo on one side of the bag plus a leaflet or product sample insert.
- Leaflet of product sample insert: £1,000 per festival

Festival Sponsors



As a Festival Sponsor, you will receive exposure, before, during and after the weekend of The Unconventional Wedding Festival.

You will benefit from:

- Being featured on our festival sponsors page on the website
- Inclusion as a festival sponsor on the back of our festival guide
- Access to the consultation areas throughout the weekend
- Social media shout outs including your own introduction post
- Inclusion in our festival newsletter
- 2 x complimentary tickets to The Unconventional Wedding Festival
- An invitation to join our Friday night press launch and supplier networking evening



Feature Areas Sponsor



We have a number of Feature Areas across the site, such as the Pop Up Spa, Pop Up Hotel, Style Zone, Inspiration Zone, Emporium, Chill Out Zone and VIP & Deluxe Experiences.

Partner with us by aligning yourself with one of our Feature Areas to maximise your brand's exposure in an inspiring and engaging way.

All of our Feature Area partnering opportunities are tailored to your specific objectives.

As a partner, we will work closely with you to design a pre-show, at show and post show campaign of activity, finding creative ways to weave your brand into the Feature Area for maximum impact.

Prices and additional information available on request.

Headline Sponsors



Our Headline Sponsor package is our most high profile, comprehensive partnership opportunity.

Headline Sponsors will feature heavily across both our marketing campaign and over the festival weekends.

In keeping with the creative spirit of The Unconventional Wedding Festival, we will work with you to make sure that your brand is reflected in a fun and engaging way across our events.

We'll work with you to create engaging content that brings your brand to life in a truly memorable way.

To discuss how we can support you and help you grow your brand, contact us today!

Prices and additional information available upon request.



Our Venue

Stanford Hall is a privately owned estate near Lutterworth is a Grade 1 listed stately home set in over 700 acres of parkland.

It is easily accessible from J20 of the M1 and is close to a number of major population centres, including Birmingham, Leicester, Nottingham, Coventry and the surrounding counties of Leicestershire, Northamptonshire, Warwickshire, Nottinghamshire and Rutland.





Thank you!

Get in touch with us:

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www.unconventionalweddingfestival.co.uk

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