

# THE CHEESE & CHILLI FESTIVAL



**SPONSORSHIP**

2022 EVENT

**SPONSORSHIP**

**SPONSORSHIP**

**WEYMOUTH FOOD FESTIVAL**

**POWERFUL MARKETING**

WITH THE POTENTIAL TO REACH

**OVER 100,000 PEOPLE  
INCL. 40,000 FESTIVAL GOERS**

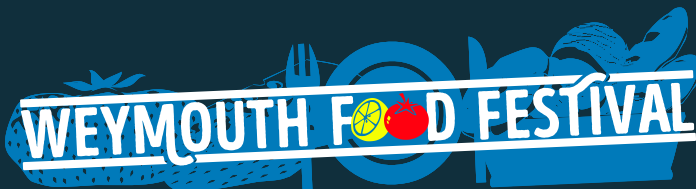




Put yourself  
in front OF THE  
right people



# Here are a few reasons why you should sponsor the



## 2022 events

### Lots of people go:

Over 40,000 people attended the festivals in 2019. With the pandemic in full swing in 2020 sadly all events were cancelled. It was possible to bounce back in 2021 but with a reduced calendar, which still managed to attract over 22,000 festival goers. The heat will be raised in 2022 with a full calendar of fiery events and a projection of over 40,000 attendees.

### Epic stuff is happening:

Awesome food, awesome people, great music and family fun draw in the crowds from far and wide to hype up the flavours, flow and excitement of each event. Don't miss your chance to be part of it.

### Getting your name out there

With the appetising combination of huge crowds, great food and having you company associated with these much-loved festivals – getting your brand in front of foodie festival goers should be your number one consideration for the 2022 festival season!

### Different locations:

The event organisers have chosen highly populated towns to hold each event, bringing in plenty of people that are out for the day. You could potentially sponsor a number of events and sprinkle some spice into your marketing budget for 2022.

## DON'T MISS OUT

THE FESTIVAL SEASON WILL BE SPICY NEXT YEAR  
AND THESE EVENTS ARE NOT TO BE MISSED



# **FESTIVAL ETHOS** and information

*TO PROVIDE FIRST CLASS FAMILY EVENTS,  
WHICH ARE FUN, SAFE AND AFFORDABLE*

## The Festivals

The concept for the festivals was developed by 33rd Management in 2014. A family run business owned by Simon & Kerry Stewart.

**Each event is a  
2 day family festival**

- Saturday 10am – 7.30pm
- Sunday 10am – 5pm



There is a daily schedule involving live music, chilli eating competitions, chilli food challenges, cooking demonstrations and talks, real ale festival, cider bar, children's fun rides, inflatables, treasure hunts, entertainers, arts & crafts, taste tent plus much more.

**All five festival areas  
are very well populated.**

**Christchurch:** 45,800 residents  
**Guildford:** 44,733 residents  
**Swindon:** 209,156 residents  
**Weymouth:** 53,030 residents  
**Winchester:** 44,714 residents

## Festival Locations

Each site has been chosen for its ease of access and reputation as a well-known event location.

**Christchurch:** Parley Manor Estate  
**Guildford:** Shalford Park  
**Swindon:** Lydiard Park  
**Weymouth:** Lodmoor Park  
**Winchester:** North Walls Recreation Ground





# MAIN FESTIVAL SPONSOR

## £1999+VAT FOR 1 SHOW

THIS PACKAGE INCLUDES THE FOLLOWING:

STAND AT THE SHOW

BRANDING AROUND THE SITE

BRANDING AT THE ENTRANCE

BRANDING ON THE FLYERS

BRANDING ON POSTERS AND BANNERS

FULL PAGE ADVERT IN THE PROGRAMME

BRANDING ON WEBSITE

OPPORTUNITY FOR A PRIZE GIVEAWAY

OPPORTUNITY TO PRESENT IN THE DEMONSTRATION TENT

FESTIVAL TICKETS

COMPLIMENTARY DRINKS TOKENS

VIP PARKING





## MUSIC STAGE SPONSOR / DEMO TENT SPONSOR / ARENA SPONSOR **£750+VAT** PER ELEMENT

### THIS PACKAGE INCLUDES THE FOLLOWING:

BRANDED ELEMENT EG THE TESCO ARENA / THE TESCO MUSIC STAGE

STAND AT THE SHOW

1/4 PAGE ADVERT IN THE PROGRAMME

BRANDING ON THE WEBSITE VENUE PAGE

OPPORTUNITY TO GIVE A PRIZE GIVEAWAY

OPPORTUNITY TO PRESENT IN THE DEMONSTRATION TENT

BRANDING ON FLYERS

FESTIVAL TICKETS

COMPLIMENTARY DRINKS TOKENS

VIP PARKING



## CHILLI EATING COMPETITION / FOOD COMPETITIONS / TASTE TENT **£250+VAT**

### THIS PACKAGE INCLUDES THE FOLLOWING:

BRANDING ON THE CHILLI EATING / FOOD COMPETITIONS / TASTE TENT

BRANDING ON FLYERS

BRANDING ON WEBSITE



# EVENT DATES AND DETAILS

THE  
**CHEESE & CHILLI**  
FESTIVAL

[CHEESEANDCHILLIFESTIVAL.COM](http://CHEESEANDCHILLIFESTIVAL.COM)

**CHRISTCHURCH** - 28TH + 29TH MAY

**WINCHESTER** - 18TH + 19TH JUNE

**SWINDON** - 2ND + 3RD JULY

**GUILDFORD** - 16TH + 17TH JULY

**WEYMOUTH FOOD FESTIVAL**

[WEYMOUTHFOODFESTIVAL.CO.UK](http://WEYMOUTHFOODFESTIVAL.CO.UK)

**30TH + 31ST JULY**

**Don't miss out**

**Book today call: 01202 816140**

[sponsorship@pulfordpublicity.co.uk](mailto:sponsorship@pulfordpublicity.co.uk)

# Cheese & Chilli Social media



**@CHEESEANDCHILLFESTIVAL**

[www.facebook.com/cheeseandchillifestival](http://www.facebook.com/cheeseandchillifestival)



**@CHEESECHILLFEST**

[www.twitter.com/cheesechillfest](http://www.twitter.com/cheesechillfest)



**@CHEESEANDCHILLFEST**

Be a part of the festival  
social trend



# Cheese & Chilli Testimonials

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Evening Simon,

Thank you for having us at your cheese and chilli events in 2017. We thoroughly enjoyed Christchurch & Winchester, we wouldn't hesitate to come back next year.

Lorna & myself have already discussed in 2018 one of the things we would love to do is solely commit to most, if not all of your events. I hope you would love to have us again and I wish you the best for the rest of 2017.

If you could send us potential dates when you have them we can plan around you.

Kind regards

Oliver Grubb & Lorna Bowmer  
Ministry of Fudge

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Hi Simon,

Just wanted to drop you a quick email to say how much we enjoyed trading at our first Cheese and Chilli Festival with you this weekend at Christchurch. All your staff were lovely and friendly and helpful, and the event had a great relaxed feel to it as traders, which other events we have attended do not!

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Good evening Simon.

Just a quick email to say it was my pleasure to work for you in 2017.

With your laid-back self to Phil and the girls as well as the old bloke LOL.

You are the most professional and easy-going team and business that I've worked for in many a year.

Don't get me wrong if you don't want me back next year.

Have me back to work in 2 or three years time.

But please keep me in mind okay.

I look forward to your return email for any dates that you may want me for .

Take care.  
all the best.  
kindest regards.

Jez Avery.

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**01202 816140**