

# SOUTHAMPTON MELA FESTIVAL SPONSORSHIP 2024



# SOUTHAMPTON MELA FESTIVAL

## SPONSORSHIP 2024

The Southampton Mela Festival is the **biggest free event in Southampton** and one of the biggest in the South East. Each year up to **30,000 people** from many diverse cultures and backgrounds attend the day. Southampton Mela Festival is a unique opportunity for you to reach out to thousands of people. As a sponsor you would have access to a range of sponsorship initiatives that will promote your business and share your message.

The Mela takes place in Hoglands Park, Southampton on Saturday 13th July 2024, opening at 11am with first performances starting at 12pm. World food stalls, workshops and activities are available all day. There will be music on the main stage until 10pm.

- Southampton Mela Festival attracts up to 30,000 people
- It's a diverse audience, from family festival goers to hard to reach communities
- Southampton Mela Festival is free to attend – your sponsorship helps make it happen
- We retain many of our sponsors year after year, because it's value for money, a positive day to have your organisation aligned with and reaches a diverse audience
- Before and during the day the festival receives great press and social media coverage
- The festival is 20 years old, it's trusted, respected; it thrives and grows each year
- The Daily Echo described it as "*The jewel in the City's event crown*"
- The BBC described it as "*The genius that makes Britain Great*"

Our audiences feedback includes;

- 97% of people rated the atmosphere at the Mela as very good/good
- 92% of people rated the artistic quality of the Mela as very good/good
- 77% of people said Southampton Mela Festival made them view Southampton more positively
- 75% of people agreed that it increased their knowledge of backgrounds different to their own

The above are just the headlines, we would love to talk to you more about why sponsoring the Southampton Mela Festival is great for raising your organisation's profile and brand awareness. It's also great value for money and it enables 30,000 people to enjoy great arts, culture, food and fun activities.

The list of our sponsors in earlier years includes Solent University and Southampton University, Hampshire Constabulary and the Co-operative.

To discuss which partnership package would best suit you, **contact Chief Executive Dahlia Jamil**  
email: [chiefexec@artasia.org.uk](mailto:chiefexec@artasia.org.uk)





# SOUTHAMPTON MELA FESTIVAL

## SPONSORSHIP 2024 PACKAGES

### Festival Presenting Partner - £12,000 (inc. VAT)

#### **Exclusive main stage sponsor**

2 sponsor banners - 1 on main stage & 1 in a prominent area (to be provided by your organisation)

Logo on all Mela publicity material

Full page (A6) advert in the Mela Festival Guide

Prime position for your marquee/stall

3 mentions by comperes on Main stage, World Stage & Community stage

Link to your website on Southampton Mela Festival website [www.artasia.org.uk](http://www.artasia.org.uk)

Inclusion in Southampton Mela Festival social media posts, reaching 4,000 followers

12 tickets for Food and Drinks in Hospitality Tent

### World Stage Main Sponsor - £6,000 (inc. VAT)

Logo on all Mela publicity material

Sponsor banner identifying zone (to be provided by your organisation)

Full page (A6) advert in the Mela Festival Guide

Prominent position for your information stall

3 mentions by comperes on Main stage & Community stage

Link to your website on Southampton Mela Festival website [www.artasia.org.uk](http://www.artasia.org.uk)

6 tickets for Food and Drinks in Hospitality Tent

### Community Stage Main Sponsor - £6,000 (inc. VAT)

Logo on all Mela publicity material

Sponsor banner identifying zone (to be provided by your organisation)

Full page (A6) advert in the Mela Festival Guide

Prominent position for your information stall

3 mentions by comperes on Main stage & World stage

Link to your website on Southampton Mela Festival website [www.artasia.org.uk](http://www.artasia.org.uk)

6 tickets for Food and Drinks in Hospitality Tent

### Sports Zone Main Sponsor - £3,600 (inc. VAT)

Logo on all Mela publicity material

Sponsor banner identifying zone (to be provided by your organisation)

Half page (A7) advert in the Mela Festival Guide

Prominent position for your information stall

Mention by comperes on stage & Community stage

Link to your website on Southampton Mela Festival website [www.artasia.org.uk](http://www.artasia.org.uk)

2 tickets for Food and Drinks in Hospitality Tent

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## Hospitality Tent Sponsor - £3,000 (inc. VAT)

Logo on all Mela publicity material

Sponsor banner (to be provided by your organisation)

Half page (A7) advert in the Mela Festival Guide

Prominent position for your information stall

Link to your website on Southampton Mela Festival website [www.artasia.org.uk](http://www.artasia.org.uk)

2 tickets for Food and Drinks in Hospitality Tent

## Mela Programme Sponsor - £360 (inc. VAT)

A full page (A6) advert in the Mela Festival Guide

**Only 6 pages available**

## Perimeter Barriers - £180 (inc. VAT)

A 3.5m x 2m banner bearing the logo of your company (to be provided by your organisation) in high footfall areas attached to the fencing encompassing the perimeter of the festival.

**Only 9 banner spaces available**

Any artwork or content for the Southampton Mela Programme must be provided by sponsors by 14th June 2024 to ensure inclusion.

## Contact Art Asia today to secure your Southampton Mela Festival 2024 sponsorship package

To discuss which sponsorship package would best suit you, please contact **Chief Executive Dahlia Jamil** on email: [chiefexec@artasia.org.uk](mailto:chiefexec@artasia.org.uk)



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