

SOUTHAMPTON MELA FESTIVAL SPONSORSHIP 2025



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The Southampton Mela Festival is the **largest free event in Southampton** and one of the biggest in the South East, attracting up to **30,000** attendees each year from a wide range of cultures and communities. Sponsoring Southampton Mela Festival offers a unique opportunity to connect with thousands of people in a vibrant and inclusive setting. As a sponsor, you'll gain access to unique sponsorship initiatives that promote your brand, amplify your message, and showcase your business to a diverse and engaged audience.

Now a TWO day festival!

The Mela takes place in Hoglands Park, Southampton on Saturday 12 & Sunday 13 July 2025, opening at 12pm each day, there will be music performances, world food stalls, workshops and activities available throughout. There will be music on the main stage until 10pm on Saturday and 6pm on Sunday.

Why sponsor?

- 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"*

Excellent audience feedback from 2024

- 95% of people rated the whole experience of the Mela as very good/good
- 96% of people rated the content of for families as very good/good

We would love to talk to you about why sponsoring Southampton Mela Festival is great for raising your organisation's profile and brand awareness. It's also great value for money. The list of our sponsors in previous 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



SOUTHAMPTON MELA FESTIVAL SPONSORSHIP 2025 PACKAGES



Main Stage Sole Sponsor - £12,000 (inc. VAT)

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

Logo on all Mela publicity material

Advert in the Mela Festival Guide

Prime position for your marquee/stall

3 mentions by comperes on Main stage & Mela Stage

Link to your website on Southampton Mela Festival website www.artasia.org.uk

Inclusion in Southampton Mela Festival social media posts, reaching 5,000 followers

12 tickets for Food and Drinks in our Hospitality Tent

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

Logo on all Mela publicity material

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

Advert in the Mela Festival Guide

Prominent position for your information stall

3 mentions by comperes on Main stage & Mela stage

Link to your website on Southampton Mela Festival website 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)

Advert in the Mela Festival Guide

Prominent position for your information stall

Mention by comperes on Main stage & Mela stage

Link to your website on Southampton Mela Festival website www.artasia.org.uk

6 tickets for Food and Drinks in Hospitality Tent

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

2 tickets for Food and Drinks in Hospitality Tent

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Mela Programme Sponsor - £360 (inc. VAT)

An advert (A6) in the Mela Festival Guide

Only 6 pages available - book early!

Perimeter Barriers - £200 (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.

Limited banner spaces available - book early!

Any artwork or content for the Southampton Mela Programme must be provided by sponsors by 13 June 2025 to ensure inclusion.

Contact Art Asia today to secure your Southampton Mela Festival 2025 sponsorship package

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



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