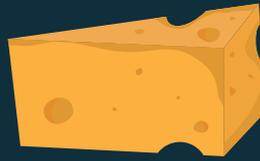


THE
CHEESE & **CHILLI**
FESTIVAL

2021 Event sponsorship





Information about The festival



DUE TO THE SUCCESS OF THE CHEESE & CHILLI FESTIVALS OVER THE PAST 5 YEARS, 33RD MANAGEMENT LTD IS BACK IN 2019 WITH 2 NEW VENUES... MAIDENHEAD AND BEDFORD

The Cheese and chilli festivals have grown year-on-year as has the number of people through the gates. In 2018, over 50,000 people attended the festivals, proving the demand for this type of family event. In 2019, it is expected that this figure will be approximately 60,000. The excellent feedback received in 2018, coupled with all the town Councils wanting the festivals back in 2019 is a very pleasing outcome.

As usual, 2019 will see more investment into the

ascetics at the festivals as well as content. The organisers mission statement is "to provide first-class family entertainment at an affordable price" and they are committed to providing an excellent day out with unique content. The authentic feel will be further enhanced by having more local companies offering good local produce.

And, as usual, the organisers are going to create a real festival buzz with a vast range of cheese and chillies from all over the UK.

BEING A FAMILY SHOW, THERE WILL BE PLENTY GOING ON

- Cheese Festival
- Chilli Festival
- Real Ale Festival
- Inflatable pub
- Cheese tasting
- Cheese sauce tasting
- Chilli sauce competition
- Man V Food Challenge
- Chilli Eating competition
- Free crazy golf
- Inflatables
- Live music
- Cooking demonstrations
- Information talks
- Magic shows
- Balloon modelling
- Punch & Judy
- Treasure hunt
- Craft Village
- Shopping village
- Children's fun rides

plus much more...

THE SITE LOCATIONS ARE:

CHRISTCHURCH
PARLEY MANOR ESTATE



population of 45,800

GUILDFORD
SHALFORD PARK



population of 66,733

SWINDON
LYDIARD PARK



population of 209,156

WINCHESTER
THE GARRISON GROUND



population of 44,714

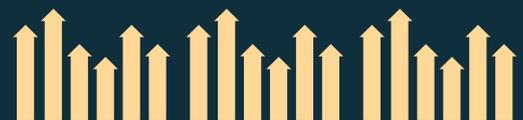
ALL SEVEN AREAS WHERE THE FESTIVALS ARE HELD ARE WELL-POPULATED.

Each site has been chosen specifically for its reputation as a well-known event location.

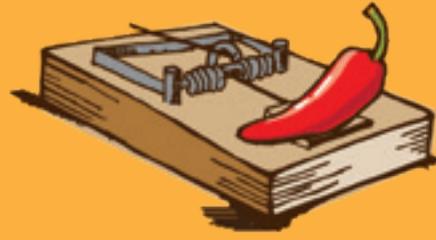
FOR THOSE WHO DO NOT KNOW THE FORMAT OF THE CHEESE AND CHILLI FESTIVALS, THEY ARE A TWO DAY FAMILY EVENT HELD BETWEEN 10AM TO 5PM EACH DAY ON VARIOUS DATES (SATURDAYS AND SUNDAYS) AT VARIOUS VENUES.

There is a schedule of events throughout the weekend focusing on cheese and chilli but also involving talks, live music, demonstrations, chilli sauce competition, real ale festival, cider tents, children's funfair, inflatables, magic shows, Punch and Judy, falconry display, an interactive giant inflatable chilli, entertainers, craft fair, wine tasting and chilli eating competitions.

THERE ARE SO MANY REASONS TO GET INVOLVED. THE FESTIVALS IN 2014, 2015, 2016, 2017 AND 2018 DEMONSTRATED THE HUGE DEMAND FOR EVENTS LIKE THESE.



Sponsorship options



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



Sponsorship options



**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 / TASTE TENT SPONSOR £250+VAT

THIS PACKAGE INCLUDES THE FOLLOWING:

BRANDING ON THE CHILLI EATING / TASTE TENT

BRANDING ON FLYERS

BRANDING ON WEBSITE



Event Dates;

CHRISTCHURCH

5 - 6 JUNE

GUILDFORD

17 - 18 JULY

SWINDON

3 - 4 JULY

WINCHESTER

7 - 8 AUG

WEYMOUTH FOOD FESTIVAL

24 - 25 JULY

All events this year will be supporting
the Breast Cancer UK Charity



**IF YOU ARE
INTERESTED IN
SPONSORING THE
2018 CHEESE
& CHILLI FESTIVAL**

Please Contact

Russell Harness

Tel:
01202 941468

Email:
sponsorship@pulfordpublicity.co.uk



Cheese & Chilli Social media



@CHEESEANDCHILLFESTIVAL

www.facebook.com/cheeseandchillifestival



@CHEESECHILLFEST

www.twitter.com/cheesechillfest



@CHEESEANDCHILLFEST

**Be a part of the festival
social trend**

Cheese & Chilli Testimonials

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

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!

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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