

# EVENT SPONSORSHIP

CHRISTCHURCH FOOD  
FESTIVAL 2022

DECEMBER 2021





# CHRISTCHURCH FOOD FESTIVAL

Launched in 2000, the Christchurch Food Festival was run as a Community Interest Company (CIC) until 2019.

As well as hosting some amazing food and drink, the festival is a great open-air showcase of Christchurch, attracting vital tourism to the town and helping support the local economy.

August Bank Holiday 2021 was an epic return to form and we were delighted that the Christchurch Food Festival came back with such a bang with over 60,000 visitors enjoying the event. With a new look and layout, new fun features, great chefs and entertainment, everyone had a blast and now we are looking forward to 2022

As a team, we all love Christchurch and are committed to build on what is already a fantastic event, bringing people together in a beautiful town on the South Coast to share great food and drink.





# PLATINUM JUBILEE DAY WEEKEND

Christchurch Food Festival 2022 will be an extra special celebration as this year we coincide with the moved June Bank Holiday for the Platinum Jubilee.

For the first time ever the Festival will take place over 4 days to include the new bank holiday from Thursday 2nd June to Sunday 5th June with an expected **80,000** visitors descending on the town.

For 4 days we take over Christchurch Quomps loaded with stalls brimming with local produce and delicious street food, stretching alongside the picturesque riverside setting of Christchurch Quay.

Next year we will have even more food, drink and entertainment in store with demos showcasing the best local chefs alongside some of the biggest names in the UK, live sheep at the Sheep Show and a special entertainment stage dedicated to the Platinum Jubilee.



# CHEF DEMO THEATRE

One of the highlights of the festival is the Chef Demonstration theatre and we welcome some top local and national chefs to share their culinary skills, and make your mouths water... Here are some of the chefs who have taken part at the festival in previous years.



Rosemary  
Shrager



James  
Golding



Alex  
Aitken



Lesley  
Waters



Dhruv  
Baker





## THE SHEEP SHOW

The Sheep Show brings real live sheep to the festival with fun, educational and inspiring entertainment. It's a really popular draw for kids and adults alike and is a key way for us to help reconnect people back to where their food comes from.

Appearing at over 100 shows a year and in front of an estimated audience of 2.5 million people, this unique show has captured the hearts of many.



# THE BEST PRODUCE AROUND

Our goal this year is to bring even more great produce and ingredients, representing the very best of what is available from the South and South West of England. There is a wealth of fabulous food and drink being produced in our 'back yard' by generally small and passionate businesses.

As we did in 2021, we aim to bring a unique experience of discovery for visitors so we select only the very best producers that we can find.

We will continue to bring together the best street food, craft beers, artisanal cocktails and wines to Christchurch as a key part of the visitor experience, but we also aim to create something different that people won't generally see anywhere else.





# SUSTAINABILITY

As event organisers, we are acutely aware of the wasteful characteristic of our industry. That is why we are passionate about creating a world in which the next generation can survive, thrive, and enjoy the same environment we are fortunate to live in, particularly the beautiful seaside we call home.

- We use tech to communicate and take payments as much as possible, and organise travel & logistics throughout the whole event process so that car sharing, carbon-offsetting, local and combined trips for deliveries, and full loads are maximised.
- We partner with Event Cup Solutions to provide all cups and serveware committing to no single use plastic onsite, reducing litter and waste. We will use recycled One Planet One Chance cups for the event, with a full management model to ensure the messaging is clear.
- We only allow compostable or reusable plates and cutlery – including drinking straws. All cutlery must be made from FSC-assured wood.
- Disposable single-serving sachets, like those used for sauces or sugar will not be available.
- All of our bars are made from upcycled or recycled materials





# DESTINATION MARKETING & PR

Our marketing and PR strategy is two-pronged. We will be aiming at all local media to promote the festival to a local and regional audience. We already know that the festival attracts huge coverage in local media and with the new exciting content and activities this is only likely to increase.

We also aim to put Christchurch and the festival on the map. We will be promoting Christchurch and the surrounding areas as a destination as well as the festival itself and of course we have a wealth of assets to throw at this.

“We’re Good To Go” is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.





# TESTIMONIALS

"As Thoroughly Wild Meat Co we have traded at Christchurch Food Festival for more years than I care to remember. It's always had a lovely atmosphere and good food and drink but I think the 2021 festival hit a whole new level. A really amazing food trader line up, huge drink selection and lots and lots to see and, to cap it all, a lovely location. What more can you ask for?!"

**Lavinia Hastie, Thoroughly Wild Meat Co.**

"Christchurch Food Festival was our first and best show of 2021. We met lots of existing and new customers. Well run and friendly. We will definitely be there in 2022".

**Tracy Thew, New Forest Shortbread**

"We had a fantastic weekend on the south coast at the Christchurch Food Festival, the event had a great buzz, a wonderful family friendly atmosphere and was well run. We were very busy but myself and all the staff had such a fun weekend. Philip and his team were great to work with and I'm looking forward to 2022 already."

**David Nye, Crispy Duck Rotisserie**

"I would just like to send a quick message to all the team that made the 2021 Food Festival such a roaring success against all the odds. The new layout worked perfectly for us and the feedback from all our customers was amazing. After the previous 18 months we have all endured it was great to get back out and to be part of the new and improved Festival. Please pass our thanks to your team and all the volunteers that made it such an amazing weekend. Bring on 2022."

**Colin Flitter, Hop On Inn**

"Having attended the Christchurch Food Festival for many years, we were impressed by how the event has developed and grown under the new stewardship. With a nice balance of interesting market stalls, and a wide variety of food-to-go offerings. Purbeck Ice Cream would highly recommend the festival, and we look forward to working with them again next year."

**Simon Fox, Purbeck ice Cream**

"I have attended the festival twice now and can safely say it's one of our highlight events of the year. There is a great vibe and energy from all the stallholders and customers and it's in such a beautiful part of Christchurch. It's an event not to be missed!"

**Tom Waugh, Riverford Organic**

"Combining the very best in local food and drink, the Christchurch Food Festival is a brilliant showcase for artisan producers. We look forward to it every year"

**James Smart, The Real Cure**

"We have been very fortunate to work with Real Food Festival and Christchurch Food Festival in 2021, this being our first year at the festival we weren't sure what to expect with all the challenges that 2021 had brought to events and festivals. To our delight it was extremely well organised and well attended. We found new customers who are still ordering Biltong from us regularly. We look forward to returning in 2022."

**Clive Peterson, Biltong Boss**

"Thanks for the 2021 Christchurch Food Festival, great location on the Quay, with excellent organisation and great choice of food and entertainment – especially the sheep show which was a huge draw, I look forward to being back again next year."

**Jason Dean, Bratwurst UK**

"The Christchurch Food Festival shows the best that the local area has to give. It's a staple event in the local event calendar, and is a great place to support and try what the local industry has to offer."

**Dan Coulter, Jimmy's Iced Coffee**



# SPONSORSHIP

**A range of sponsorship opportunities are available for all budgets and are an excellent way to increase exposure and awareness of your brand.**

Headline Sponsorship Package: **SOLD - no longer available**

A tailored package will be created for the headline sponsor featuring:

- Integration with event logo
- Inclusion on all leaflets, press advertising, email and social media campaigns
- Prime position trade stand space in the form of a private pavilion or equivalent marquee, including electric and lighting
- Onsite branding space at key locations including the entrance
- Branding on website inc. logo and link on the front page

## Feature Sponsorship Packages

Feature sponsorship packages are available for the **Chef Demo Theatre, Sheep Show, Bandstand and Entertainment Stage**

- Stage side branding in the feature area
- Inclusion on promotional literature relating to the sponsored feature
- Branding on website inc. logo and link
- Option to play advertisement on feature TV screens
- Mention by comperes / speakers in introductions
- Literature placement in sponsored feature area

**Price on application**



# BENEFITS OF SPONSORSHIP

Sponsoring our features gives you unique, unrivalled exposure, giving you the opportunity to engage with all the attendees at the event.

The Christchurch Food Festival provides an exceptional platform from which to interact with and sell to knowledgeable and engaged visitors. Join us for the opportunity to communicate key brand messages, promote your products or service and associate yourself with one of the most important and well-loved events of the year.

You can benefit from inclusion in pre-event marketing, including coverage on the show website and newsletters. We offer full marketing and PR support, including images, copy and competition opportunities.











# CONTACT

## **SARAH TRAYNOR**

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tdevelopments@aol.com

07803 853625

## **PHILIP LOWERY**

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philipl@realfoodfestival.co.uk

0776 3314983

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