



**INLAND  
WATERWAYS**  
ASSOCIATION

**IWA FESTIVAL OF WATER  
ST NEOTS  
SATURDAY 25<sup>TH</sup> – MONDAY 27<sup>TH</sup>  
AUGUST 2018**



# ADVERTISING AND PARTNERSHIP PACKAGES

## IWA FESTIVAL OF WATER 2018:

IWA's 2018 Festival of Water is coming to St Neots, on the August Bank Holiday weekend. The Festival is **FREE** to visitors offering a **fun day out** to everyone who enjoys spending time by the water. Our Festival in 2017 attracted around **15,000 visitors** over the three days and we expect St Neots to attract even more visitors.

## WHO IS THE INLAND WATERWAYS ASSOCIATION?

IWA's Festival of Water is organised and run entirely by volunteers from The Inland Waterways Association, the membership charity that works to protect and restore the country's 6,500 miles of canals and rivers. IWA volunteers spend thousands of hours every year clearing towpaths, hauling rubbish out of the canals, repairing and painting structures, removing invasive species and generally maintaining and enhancing the waterways.



IWA has a waterways restoration volunteering organisation, Waterway Recovery Group ([www.wrg.org.uk](http://www.wrg.org.uk)), which organises and subsidises over 25 week-long waterway restoration working holidays for volunteers of all ages throughout the UK each year, as well as conducting multiple work parties around the country on most weekends. WRG particularly enables young people to participate in the preservation and restoration of our heritage and, in doing so, learn construction and heritage skills.

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Aerial view of the 2016

## THE FESTIVAL

Around 100 boaters are expected to cruise to the Festival in St Neots to enjoy the weekend of music and entertainment. They will be joined by historic boat owners, campers and thousands of local visitors every day. To find out more about IWA and all the things that are happening at our 2017 Festival of Water take a look at the [Festival website](http://www.waterways.org.uk/festivalofwater) – [www.waterways.org.uk/festivalofwater](http://www.waterways.org.uk/festivalofwater).

There are a number of opportunities for working with IWA throughout the weekend to present your business or brand to a mix of families, boaters and campers out to enjoy themselves by the water. Align your brand with a happy day out and communicate your values to a happy audience.



Sarah Frayne / Fundraising Manager / The Inland Waterways Association  
Tel: 01494 783453 / [sarah.frayne@waterways.org.uk](mailto:sarah.frayne@waterways.org.uk)



## SOUVENIR PROGRAMME ADVERTISING:

A programme is distributed at IWA's Festival of Water, containing advertising, information about the event, a map of the site, highlights of the festival, a full schedule of entertainments, information about IWA, advertorials and competitions.

4,000 programmes are distributed during the event and it is linked to the Festival pages of the website as well as in social media. The programme had over 2000 page views online in the lead up to and during the 2017 Festival.

The programme is A5 in size.

Here is a link to the [2017 Programme](#) from IWA's Festival of Water held in Ilkeston, on the Erewash Canal.

## Full colour page ad alongside editorial content from the 2016 Programme

**The Water**  
Magazine

Enjoy the absolute finest views of unspoilt Britain, combined with the finest (and most varied) food, we have the remaining beautiful and idyllic small canals of the country.

We would like to help you advertise in our magazine. Contact us on the same high standard for more information, visit our website: [www.inlandwaterways.org.uk](http://www.inlandwaterways.org.uk)

Open magazine for sale at the festival

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Wymondley & Gargon Lock with Camlock & Gargon A&S

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Find out more  
Tel: 0193 1 533 242  
Email: [events@inlandwaterways.org.uk](mailto:events@inlandwaterways.org.uk)  
Search for IWA Festival of Water  
Like Inland Waterways  
[www.inlandwaterways.org.uk/festivalofwater](http://www.inlandwaterways.org.uk/festivalofwater)

**IWA Festival of Water**  
26th - 28th August 2017 | Ilkeston, DE7 5BP

Share your festival photos with #FestivalofWater

[www.waterways.org.uk/festivalofwater](http://www.waterways.org.uk/festivalofwater)

The Inland Waterways Association  
Keeping our waterways alive

## FULL COLOUR PAGE RATES

Outside Back Cover	£370
Inside Front Cover	£345
Inside Back Cover	£345
Full page	£300
Half Page	£200
Quarter Page	£115
Exhibitor's Listing sponsored ad	£ 30 (max 4 spots available)

All prices excluding VAT

A 10% discount is offered for Traders exhibiting at the Festival  
Deadline for advertisement provision is Friday 3<sup>rd</sup> August 2018.

## Programme

**Finished Trim Size:** 148mm wide x 210mm high  
**Note:** Sizes below are to fit the type area of publication



## PARTNERSHIP PACKAGES:

As entry to the festival is FREE we rely on funding and gifts-in-kind from many sources to make the Festival a celebration of the waterways and a wonderful community success. Our aim is to produce an enjoyable three day-long Festival acclaiming the River Great Ouse, gathering support for IWA's local campaigns which could make a dramatic difference to funding for the local waterways and promoting the river as an historic, local, community, environmental and leisure asset for all to enjoy.

We really value any contribution you make whether it's your time or a financial commitment. Every penny counts in making the festival a huge success and supporting the work of the charity in ensuring the waterways are as good as they can possibly be for generations to come. If you would like to become a core sponsor please get in touch with Sarah Frayne [sarah.frayne@waterways.org.uk](mailto:sarah.frayne@waterways.org.uk)

There are three core sponsorship packages available shown below and three premium sponsorship opportunities shown on pages 5, 6 and 7.

## CORE SPONSORSHIP OPPORTUNITIES

<b>RIVER GREAT OUSE</b> £1500	<b>RIVER NENE</b> £750	<b>RIVER WITHAM</b> £500
Full Page Advert in the Festival Programme -----	Full Page Advert in the Festival Programme -----	Half Page Advert in the Festival Programme -----
Dedicated sponsor page on the Festival website -----	Sponsor listing with logo on the Festival website -----	Sponsor listing on the Festival website -----
4 invitations to the VIP reception -----	Sponsor listing in the programme -----	Sponsor listing in the programme -----
Logo on the programme -----	Listing on event team email signature and newsletters -----	Listing on event team email signature and newsletters -----
Logo on Festival banners -----	2 invitations to the VIP reception	1 invitation to the VIP reception
Logo on event team email signature and newsletters		

# PREMIUM SPONSORSHIP PACKAGES



<p><b>THE ENTERTAINMENT MARQUEE</b> is the highest profile element of the Festival.</p> <p>All entertainments this weekend brought to you in association with YOUR NAME HERE.</p> <p>The Marquee showcases national and local folk and jazz artists as well as local dance and entertainment groups</p>	<p>£1500</p>	<p>The Marquee is open:</p> <p>Friday 24th August – 6pm onwards          Saturday 25th August - 11am onwards          Sunday 26th August – 11am onwards          Monday 27th August – 11am onwards until the Festival closes at 5pm</p>	<p>Announcements over Public Address system prior to and during activities</p> <p>-----</p> <p>Full page advert in the souvenir programme</p> <p>-----</p> <p>Your branding outside the marquee and inside across the back of the stage</p> <p>-----</p> <p>The opportunity to include your printed materials on tables in the marquee</p> <p>-----</p> <p>Your logo on the Entertainments Schedule page of the Programme</p> <p>-----</p> <p>Your leaflet in the Boaters pack given to all attending Boats</p>
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**SPONSORSHIP OF ALL ON-WATER COMPETITIONS**

<p><b>SPONSORSHIP OF ALL ON-WATER COMPETITIONS</b></p> <p>The Festival Illuminated boat parade and the boat handling competition are highlights of the Festival for visitors and participants alike.</p> <p>Your name will be part of the Boat Handling and Illuminated Parade title e.g. The “your brand” Illuminated Boat Parade</p>	<p>£1450</p>	<p>Illuminated Boat Parade</p> <p>Sunday 26<sup>th</sup> August – 9pm onwards</p> <p>Boat Handling Competitions</p> <p>Saturday 25<sup>th</sup> August and Sunday 26<sup>th</sup> August – Timings TBD</p>	<p>Announcements over Public Address system prior to and during activities</p> <p>-----</p> <p>Full page advert in the souvenir programme</p> <p>-----</p> <p>Your brand name to be included in the title of the on-water activities</p> <p>-----</p> <p>Your logo alongside the Competition and Boat Parade Schedule page of the Programme</p> <p>-----</p> <p>Your leaflet in the Boaters pack given to all attending Boats</p>
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**TRADE STANDS AND STALLS:**

We have a huge variety of options so please discuss your requirements with our Commercial Director, Christine Denton, on 07817 004807 or email: [event.trade@waterways.org.uk](mailto:event.trade@waterways.org.uk)