

# DUNDEE WESTFEST

2010

20 - 27 JUNE

## BUSINESS SPONSORSHIP



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Scottish Charity SC041056

**Dundee WestFest is a community led festival run for and by the people of Dundee's West End. To be held in June the festival will provide a great opportunity for groups in the West End to come together to showcase skills and talents in five areas: art, drama & dance, environment, local history and music.**

### **¿ THE PLAN ?**

We start with an opening in Balgay Park on Sunday 20th June and close with a parade from Balgay to Magdalen Green on Sunday the 27th June, culminating with a party on the green. Between these two days there will be exhibitions, drama, dance and music events, talks, workshops, walks in the west, an art mart and a question time on environmental issues ... and much, much more. Events are being planned all over the West End at schools, the university and other venues. It is timed to coincide with Dundee University Graduation Week therefore maximising visitor potential.

### **¿ WHY A FESTIVAL ?**

The West End has excellent resources, a lively diverse community and much to offer. A festival will benefit local businesses and showcase the area. This will stimulate new connections and initiatives. Most importantly it will be fun, for residents, visitors and participants. WestFest has the right ingredients for a vibrant festival – the real question is why haven't we had one before?

### **¿ THE ORGANISERS ?**

A group of 'Westenders' who felt something was missing and evolved the idea of organising a festival ourselves! WestFest is a constituted body and a recognised Scottish charity. Within our committee is a wide range of skills in art, science & engineering, business, social work, education and administration. The committee is ably assisted by an ever growing group of volunteers, staff of Dundee City Council and West End Councillors.

### **¿ WESTFEST SUPPORT ?**

WestFest has the support of Dundee City Council, University of Dundee, Dundee Contemporary Arts, Dundee Heritage Trust, Dundee Botanic Gardens, Dundee Airport, Dundee Repertory Theatre, the West End Community Council, the Evening Telegraph and Red Pepper Events, as well as local schools, churches and community groups. While these groups provide the much needed support, we still need to raise funding to ensure a really successful event.

### **THIS IS WHERE YOU CAN HELP**

The collaborative nature of Dundee WestFest and its emphasis on promoting local talent, means that Dundee WestFest can ensure that funding goes a long way. We have already received generous public and in-kind sponsorship but now seek sponsorship from the private sector to help the week be all that it can be.

We offer a flexible range of opportunities for sponsorship, from small contributions by local businesses in return for website publicity to larger amounts in return for prime positioning on our website and much additional publicity both prior and during the festival.

In addition you can buy advertising space in our newsletter, on the website and in the festival programme. For details please read on.....

## ¿ MAJOR SPONSORSHIP OPPORTUNITIES ?

- become the Main Sponsor of WestFest •
- Be a Sponsor of one of the five themes •
  - sponsor an individual event •

details of some of the key events are shown below.

Your sponsorship will be clearly depicted in festival publications, website, local media, local advertising and our marketing literature in national tourist offices.

Main WestFest events you could sponsor include:

### **Bel Canto**

A production by Eilidh Mackenzie with well known Dundee performers Michael Marra and Ged Grimes, will be a headline event at Dundee WestFest. It will be performed at Dundee Rep on Sunday 20th June. We plan extensive coverage of the event in local and national papers along with TV reportage. We will endeavour to ensure the sponsors of this event will be mentioned in all media sources and guarantee excellent coverage in our promotional literature and communications. Bel Canto has already proved a tremendous success in Inverness and on Celtic Connections.

### **Environmental Question Time**

This event, to be hosted at the Dundee Science Centre, aims to open a debate on the environmental challenges and opportunities that face Scotland and Dundee in particular. Hosted by Brian Taylor - BBC Scotland's political editor this will feature a panel of leading experts, policy makers and business people.

We expect the event to be extensively covered by local and national media sources. We will endeavour to ensure the sponsors of this event will be prominently mentioned in media sources concerning the event and guarantee excellent coverage in our on promotional literature and communications.

Other events include:

### **Joseph Fleetwood Recital**

Joseph is a classical pianist from Dundee with a growing national and international reputation, he recently gave a brilliant concert in St Paul's Cathedral and has a loyal Dundee following.

### **The Opening Day**

A series of events in the Balgay parks, including music, sports, children's competitions, an art mart, walks, astronomy workshops in the Mills Observatory and science activities by Sensations.

### **The Final Parade & Party**

A fancy dress parade from Balgay to Magdalen Green, for music, an art mart, children's games and a party.

### **Children's Workshops**

These would take place before the festival and teach skills such as juggling, street theatre and dance to young people to enable them to take part in the festival as entertainers. The workshops will be lead by properly trained and accredited tutors.

### **A series of West End Booklets**

Help to publish a series of self guided walks around the West End, focusing on different aspects of its history, art, architecture and environment. These will complement the existing health walks and help to shed a different light on the area.

### **Oral history**

Sponsor an oral history project by providing the equipment needed to make high quality recordings of local people's memories. The materials from the project will be used in local exhibitions and research.

### **N.B.**

At time of printing, many other events were still under consideration but final details still had to be finalised. Please contact us at the numbers overleaf for additional details and new events now included.

## **Web advertising:**

Adverts on the website cost:

- £50 for a basic logo and short description
- £100 for a logo, description and link to own site

There will be a link from all pages to a local advertising page.  
The Dundee WestFest site has had 64,000 hits between 01.01.10 and 12.03.10

## **Adverts in the Newsletter**

- £20 for 5 x 5 cm advert
- £40 for a 5 x 10 advert

## **Advertising in the Programme**

- £100 for a 5 x 5 com advert
- £200 for a 5 x 10 advert

The programme will be a full colour booklet.

**To become a sponsor please contact:-  
Kay MacFarlane 01382 566068 or Liz Broumley - 01382 642530**

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