

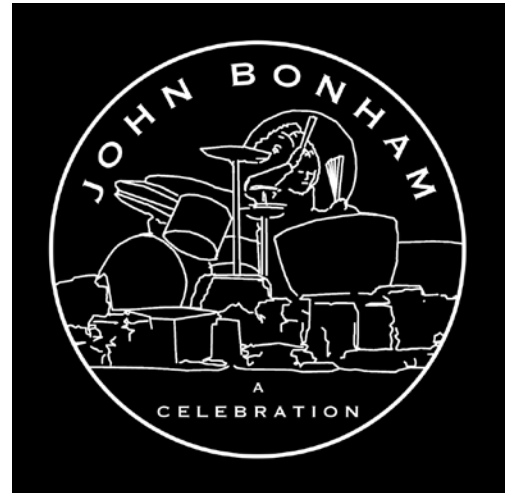


Photo credit: James Fortune

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## Sponsorship Pack

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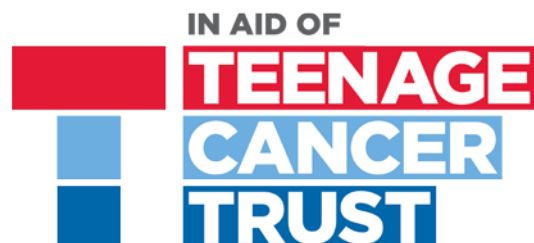
22<sup>ND</sup> SEPTEMBER 2018

# JOHN BONHAM A CELEBRATION

A Festival Day in honour of John Bonham, in aid of Teenage Cancer Trust West Midlands.

**Peakman Street, Redditch, Worcs B98 8DW.**

**John Bonham Memorial Friends, Supporting Teenage Cancer Trust West Midlands, In Partnership with Heart of Worcestershire College.**



# JOHN BONHAM

## THE MAN, THE LEGACY...

John Henry Bonham was born in Redditch, Worcestershire on 31st May 1948. Never living outside of Worcestershire throughout his entire life, John Bonham was a **local musician** who went on to conquer the world.

With May 31st 2018 marking **John's 70th birthday** and September 2018 marking **50 years of Led Zeppelin**, Redditch will pay homage to the legacy of John Bonham with the erection of **The John Bonham Memorial Statue and John Bonham a Celebration Festival**.

John Bonham, the legendary drummer of Led Zeppelin, has been honoured with the installation of a beautiful bronze memorial in **his home town of Redditch**. Unveiled in the early hours of 31st May 2018, on what would have been his 70th birthday, the **John Bonham Memorial** will serve as a permanent celebration of the powerhouse behind Led Zeppelin's charismatic songs and extended musical adventures who is consistently chosen as the **best drummer ever** in polls all around the world.

John Bonham first joined forces with local singers and bands across the Midlands during the mid-1960s before his reputation boomed around the UK thanks to his legendary technique, power and exciting performances. He later joined the New Yardbirds (who later changed their name to Led Zeppelin) in 1968, helping to drive them to their meteoric position within the world of rock. The idea for a permanent memorial to the iconic drummer, whose work still influences genres throughout the world of music, **originated with John's fans in Redditch**, who felt his work as one of the most outstanding and original drummers of his time deserved to be formally recognised in his home town.



The new John Bonham Memorial Statue, created by renowned sculptor Mark Richards, inspired by an original photograph by James Fortune. All additional monies raised from the creation of the memorial will be donated to Teenage Cancer Trust West Midlands.



Young people with cancer need specialised nursing and emotional support. Teenage Cancer Trust is the only UK charity meeting this critical need. Right now Teenage Cancer Trust can only help half of young people with cancer with their world-leading nursing.

The money raised from 'John Bonham A Celebration' will be used to help fund vital services for young people before, during and after cancer treatment across the West Midlands. With the provision of specialised outreach nurses and more, this event could make a huge difference, all in memory of John Bonham.

Teenage Cancer Trust is aiming to reach every young person facing cancer in the West Midlands and beyond, but it takes around £1million just to fund the service for 1 year which includes:

- Specialist units at Birmingham Children's Hospital, Queen Elizabeth Hospital and the Royal Orthopaedic Hospital
- Three Teenage Cancer Trust Youth Support Coordinators
- A nurse consultant to lead the regional service
- Seven clinical nursing specialists to provide the support young people with cancer aged 13-24 so desperately need; and
- A specialist coordinator and administrator posts to support the service.



# Sponsorship Packages

**This year at least 80% of our ticket sales revenue is being donated to Teenage Cancer Trust, to support their vital services across the West Midlands in memory of John Bonham.**

**So we are reliant upon the fantastic support of our sponsors to help us balance the books.**

**But it's not all give, give.....**

**We value your help and show it in kind. Depending on the package, sponsors will receive prominent advertising in the programme, online, on stage, externally on the marquee, internally on the stage, behind the bar, in promotional material..... and of course, complimentary tickets.**

**So please see below for our list of sponsorship packages and remember we are also open to creative sponsorship and cross-promotions, so please get in touch if you have a specific idea or request.**

## **Festival Marquee Sponsor**

**£4,000**

**Come rain or shine, our guests and performers will be protected from the weather inside a BIG festival marquee.**

**Our marquee sponsor will benefit from all day**

**(noon-11pm) advertising exposure.**

- ✓ Large full colour banner in prominent position on outside of marquee (we print you keep)
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme
- ✓ 6 x free tickets (worth £150.00)
- ✓ 6 x free programmes

**Festival Site Sponsor**

**Taken!!**

**Audio Visual Equipment  
Sponsor**

**Taken!!**

**Artist and Special Guest  
Area Sponsor**

**Taken!!**

## **Stage Sponsor**

**£3,000**

**From 1pm until 11pm, audience eyes will be focused on the stage, which will host our line-up of fantastic performers and special guests.**

- ✓ Large full colour banner over stage (we print you keep)
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme
- ✓ 4 x free tickets (worth £100.00)
- ✓ 4 x free programmes

## **Stage Sound & Lighting Sponsor £1,500**

**No music festival would be complete without great sound and lighting. You can support us by sponsoring this essential stage equipment.**

- ✓ Large full colour banner at front of stage (we print you keep)
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme
- ✓ 2 x free tickets (worth £50.00)
- ✓ 2 x free programmes

## **Festival Bar Sponsor £600**

**No music festival would be complete without a licenced bar and ours will be serving draught beer, cider, wines, selected spirits and soft drinks. Located at one end of the marquee, get your company banner in a prime location.**



**Taken!!**

- ✓ Your company banner positioned on back wall of bar
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

## **Reusable Plastic Glasses**

**500 x pint £750**

**500 x 1/2 pint £660**

**We are committed to minimising waste at our festival so reusable plastic glasses are environmentally friendly and can also be taken home as a keep sake.**

- ✓ Your company name/logo printed in 1 colour on all reusable cups being used on the day.
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

## **Festival Wristbands**

**1500 for £500**

**Our secure wristbands will be worn by all guests, crew and performers and are often kept as mementoes by festival goers. A great way for people to see your company name.**



**Taken!!**

- ✓ Your company name/logo on all wristbands
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

## **Festival Programme**

**1500 for £1,000**

**Our A5 colour programme will be available on the day and afterwards via our event website. Treasured by festival goers your name will be printed at the foot of every page.**

- ✓ Your company name/logo or website at the foot of every page
- ✓ Inclusion in our website sponsors page listing
- ✓ 2 x free tickets (worth £50)



# **Festival Website Design and Management**

**£250**

**Our festival website will be visited by thousands of John Bonham/Led Zeppelin fans from all over the world. Your company name would be seen by all online visitors.**

- ✓ Your company name/logo on all website pages
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

# **Festival Security**

**Security guard cost £200**

**Security fencing cost £150**

**We want to make sure our guests have a day to remember and our professional security team are a vital part of the event. We require a team of 8 security guards and perimeter fencing.**

- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme
- ✓ Up to 8 security guards available for sponsorship

## **Festival Team Communication Radios**

**£200**

**Help us to ensure our team members are kept in contact throughout the day by providing this essential kit.**

- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

## **Festival Team T-Shirts**

**£350**

**Our team members need to be easily identified. Printed T-shirts will be worn by our team throughout the day and also during any promotional activities.**



**Taken!!**

- ✓ Company logo printed across back of all t-shirts
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

# Smaller Sponsorship Opportunities

If none of our larger sponsorship packages appeal to you, then we have some smaller options available.

No matter how big or small, your sponsorship is vital to our festival being a success.

## **Festival First Aid £175**

- ✓ Company logo on pull up banner at first aid tent
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

## **Festival Loos £100 each**

- ✓ Company logo (A4 size) placed in each loo (12 available)
- ✓ Inclusion in our website sponsors page listing
- ✓ Inclusion in our festival programme

# How to Sponsor!!

If you are up for playing a key part in our 2018 John Bonham – A Celebration Festival, then there are a few key things we need from you to get the ball rolling....

- ✓ Title of the package you wish to sponsor?
- ✓ Your full name
- ✓ Your email address
- ✓ Your phone number
- ✓ Sponsoring company name
- ✓ High resolution logo
- ✓ Company contact details
- ✓ Company website
- ✓ Preferred payment method

## Next steps.....

To become a sponsor or if you have any questions, please contact Ros Sidaway on 07887 525107 or email [ros@johnbonhammemorial.com](mailto:ros@johnbonhammemorial.com)

