

*Voted one of the UK's top
Festivals by the Daily Telegraph!*

Weyfest

THE ANNUAL MUSIC FESTIVAL OF THE SURREY HILLS

Weyfest FARNHAM, SURREY HILLS

**Title Sponsor... Official Partners... Official Supporters... Official Supplier
& Sampling Packages Available including Food & Beverage, Grocery, Car,
Insurance, Hotel, Tourist Board, Sustainability**

Founded in 2007, WEYFEST is an annual 3-day outdoor music festival offering access to an older, affluent, south-east based audience with high disposable income.

With a capacity of up to 22,500 over the three days, attendees enjoy over 30 hours of music on 4 stages all just a stroll apart set in 10 acres of stunning woodland in the Surrey Hills, Area of Outstanding Natural Beauty (AONB).

Camping, glamping, posh loos, hot showers and friendly staff make WEYFEST unique.

There's plenty to occupy adults and children with music, drama and creative arts workshops, train rides and the venue itself - The Rural Life Centre - home to 40,000 fascinating artefacts of country life.

2018 Friday 17th - Sunday 19th August 2018

2019 Friday 16th - Sunday 18th August 2019

2020 Friday 21st - Sunday 23rd August 2020

Subject to change

OVER 30 HOURS OF THE FINEST MUSIC FROM 4 STAGES



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ACTS

In 2018, WEYFEST will showcase headline performances on each of the three days from: The SAS Band - featuring guest appearances from Queen's Roger Taylor, Madeline Bell, Paul Young, Toyah and Chris Thompson; 10CC; and Aswad - as well as supporting acts including Roachford and The Christians!

The Festival presents globally established artists, the list of performers who have appeared reading like a 'who's who' for the industry, from a wide range of music genres, including:

10CC, UB40, The Stranglers, The Boomtown Rats, Alison Moyet, Jools Holland, Buzzcocks, Echo & The Bunnymen, Squeeze, Big Country, The Undertones, Dr Feelgood, Level 42, The Christians, The Hoosiers, Chas 'n' Dave, Jethro Tull, Mungo Jerry, The Move, The Zombies, Nashville Teens, Nazareth, The Waterboys, Wishbone Ash, Bad Manners, The Beat, Steve Harley & Cockney Rebel and Dave Edmund's Rockpile.

Each day household names play alongside much loved local bands and singer-songwriters.



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PACKAGES

TITLE SPONSOR

- Naming rights to the Festival - "WEYFEST in association with...."

OFFICIAL PARTNERS

- Up to 4 x Official Partners. Each Partner has rights to branding on Stages and Camp Sites

OFFICIAL SUPPORTERS & SUPPLIERS - WEYFEST CLUB MEMBER

- Official Supporters - supporting the WEYFEST Community
- Official Suppliers - providing products and services to the Event including:
Pouring Right Partners; Onsite Grocery; Retailers; Food Concessions; Hotel; Transport; Kids Zone

MEDIA PARTNERS

- Up to 10 x Media Partners

All packages are bespoke and are created to maximise the commercial and marketing objectives of our Partners.

Packages include: the opportunity to promote and sell your products and services to the WEYFEST community; Event Branding; Event Entry Passes; Camping & Glamping Passes; as well as Access to Media Suite in Main Arena...

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INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPORTER	MEDIA PARTNER
EXCLUSIVITY, IMAGE & TITLE RIGHTS				
Rights to title "WEYFEST in association with [Title Sponsor Name]" for PR & advertising use. Title used in all official advertising and promotion of the Festival. Minimum 3-year deal	Yes			
Rights to title "Official Partner WEYFEST" for PR & advertising use		Yes		
Rights to title "Official Supporter WEYFEST" for PR & advertising use			Yes	
Rights to title "Official Media Partner WEYFEST" for PR & advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes
The identity of WEYFEST in connection with the Title Sponsor must always take precedence over the identity of Official Partners	Yes	Yes	Yes	Yes
Development of composite logo - i.e. redesigned Festival logo incorporating Title Sponsor logo	Yes			
BRANDING RIGHTS - ARENA				
Title Sponsor Advertising Board 3m x 1m - Featuring Only Title Sponsor. Including 1 x board at Entrance	X6 Arena X6 Campsite			
Official Partner Logo Advertising Board 3m x 1m - Featuring All Partners Including 1 x board at Entrance		X6 Arena X6 Campsite		
Official Supplier Logo Advertising Board 3m x 1m - Featuring All Suppliers			X4 Arena	
Media Partner Logo Advertising Board 3m x 1m - Featuring All Media				X4 Arena
Logo on Media Interview Area Backdrop	Yes	Yes	Yes	Yes
BRANDING RIGHTS - STAGE AREA				
Title Sponsor - Logo (featuring Logo) Flag 4m - Sides Of Stage	Yes			
Official Partner Logo (featuring all partners) Flag 4m - Sides Of Stage		X2		
Official Supplier Logo (featuring all suppliers) Flag 4m - Sides Of Stage			X2	
Media Partner Logo Flag (featuring all media) Flag 4m - Sides Of Stage				X2
TV Screens On Main Stage - advertisements appearing on screen (from 2019)	Yes	Yes	Yes	Yes
BRANDING RIGHTS - BARS				
Branding in Main Bar	Yes	Yes		
Branding in Other Bars x 3	Yes	Yes	Yes	Yes
Pouring Rights			Yes	
TV Screens In Media Suite and Champagne Bar Areas - advertisements appearing on screen (from 2019)	Yes	Yes	Yes	Yes

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR	OFFICIAL PARTNER	OFFICIAL SUPPORTER	MEDIA PARTNER
BRANDING RIGHTS - SHOWER & TOILET AREA				
Title Sponsor & Official Partner (featuring all partners) Logo Flag 4m	X4	X6		
DIGITAL & SOCIAL RIGHTS				
Official social and digital media opportunities. Including Event website, Facebook, Twitter, Instagram, YouTube and other digital channels.	Yes	Yes	Yes	Yes
MEDIA & PROMOTIONAL RIGHTS				
Event Programme - advertisement and inclusion in feature Print - 6,000 distributed in Farnham Herald, 2,000 sold at Event	Page	½ Page	¼ Page	¼ page
Press Materials - logo included in: official launch / media packs; press releases & paper	Yes	Yes	Yes	Yes
Advertising - inclusion in Event advertising	Yes	No	Yes	Yes
Press Conferences & Launch Event - Right to host a press conference with approval of WEYFEST (at Sponsor's own expense)	Yes	Yes	Yes	Yes
Email Newsletter - advertisement in newsletter - 7,000 mail list	Yes	Yes		
Festival App - right to develop App	Yes			
Partners - opportunity to run promotions with other Event Partners	Yes	Yes	Yes	Yes
EXPERIENTIAL / PRESENCE MARKETING RIGHTS				
Your Own Branded Area - opportunity to create and brand your own area to sell or promote your product / service	Yes	Yes	Additional	Additional
Sampling and promotional literature around main event areas	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
VIP invitations & passes each day including guest access to the private Media Suite in main arena	X 20	X 10	X5	X5
Guest access to designated VIP Main Stage viewing area	Yes	Yes		
Access to stakeholders. Right to be formally introduced to Event network - to as many contacts as practicable by email	Yes	Yes		
MERCHANDISING RIGHTS				
Right to produce & distribute premium items bearing Event title and/or logo, with approval of WEYFEST	Yes	Yes	Yes	Yes
Non-exclusive right to produce dual branded merchandise & promotional items for retail sale, with approval of WEYFEST	Yes			

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ATTENDEES

7,500 PER DAY - 22,500 OVER 3 DAYS
LICENSED CAPACITY

TOTAL AUDIENCE
OVER 3 DAYS
12,000

AVERAGE AUDIENCE
EACH DAY
4,000

UNIQUE
INDIVIDUALS
7,000

(BASED ON 2,000
CAMPERS PLUS 500 NON
CAMPERS GOING EVERY
DAY PLUS 1,500 NEW
PEOPLE EACH DAY X 3)



**CAMPERS / CARAVANS
& TENTS 1,900**



GLAMPERS - 100

**ABC1
85%**



**ADULTS WITH
CHILDREN 40%**



COUPLES 40%



**GROUPS OF
FRIENDS 20%**

**UNDER 16 - 5%
16 - 24 - 5%
25 - 34 - 10%
35 - 44 - 20%
45 - 54 - 20%
55 - 64 - 25%
65+ - 15%**

TESTIMONIALS

"Just got back from our 1st WEYFEST! If you have not done it it is a must! Best facilities by far of any other festival, and we have done a few. Well organised, well-informed staff, an amazing quirky festival. Booking definitely for next year."

"Good bands, good food, friendly staff, good beer tent, and we never see any of the drink and drugs related mayhem other festivals suffer from."

"Very well run with security from the Churkhas and most suppliers local to the venue. Lovely country walks (dogs allowed on site). Great line-up including big headliners, local acts and up and comers."

MEDIA

Media that support / have supported WEYFEST include:
BBC Surrey; Surrey Advertiser; Farnham Herald; and Eagle Radio



**WEB - www.WEYFEST.co.uk
UNIQUE VISITORS 2017 - 117,928**



**TWITTER - <https://twitter.com/WEYFEST>
1,489 FOLLOWERS**



**FACEBOOK - <https://www.facebook.com/WEYFEST>
6,700 FOLLOWERS**



**INSTAGRAM - <https://www.instagram.com/WEYFEST>
910 FOLLOWERS**

2017 Data

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STAGES

STAGE 1 - Beekeepers Stage - is the main Festival stage with a capacity of 6,000. It is home to all headline artists and incorporates TV screens at its entrance relaying live stage performances

STAGE 2 - Village Green Stage - has a capacity of 1,500 and receives a range of smaller acts over the Festival's 3 days

STAGE 3 - Old Kiln Stage - has a capacity of 500 and receives a range of smaller acts over the Festival's 3 days

STAGE 4 - Rustic Indoor Stage - has a capacity of 100

PROMOTIONAL CAMPAIGN

WEYFEST is promoted throughout the year with a focus on driving ticket sales. The £40K promotional plan includes: social media, PR, and advertising both regionally and nationally. This is supported locally with posters and leaflet distribution.

PREVIOUS PARTNERS

HOST PARTNER
The Rural Life Centre

OFFICIAL SUPPLIERS
Sniff'n'Break Recording Studio
Estuary Properties
Camel Camp
Land Cruise
Retro Campervan

OFFICIAL TRANSPORT PARTNERS
Hoppa Ideal Taxis
Stubby's Taxis

LOCAL HOTELS / B&B
Tilford Woods Lodge Retreat
Trivago Hotel Search
Farnham Accommodation

OFFICIAL CHARITY PARTNERS
www.disability-challengers.org
www.emmasbubbletrust.org

OFFICIAL MEDIA PARTNERS
BBC Surrey
Farnham Herald
Surrey Advertiser
Eagle Radio
Planet Rock



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LOCATION

RURAL LIFE CENTRE

The Rural Life Centre is the home of WEYFEST and is the largest countryside attraction in the South of England. It was awarded a Trip Advisor Certificate of Excellence in 2015 and Queens Award for Voluntary Service, which is testament to the incredible hard work and passion of the volunteers that manage the space.

Founded in 1973, it is a spectacular of village life and has grown to occupy ten acres of field and woodland and the collection of around 40,000 artefacts is now housed in purpose built and reconstructed historic rural buildings. The displays reflect the dramatic changes in country living during the years between 1800 and 1960.

A working light railway runs both steam and diesel trains around the perimeter of the venue and because the venue is so compact everything is within easy reach. No trudging for miles from the car park or campsite, no long walks between stages ... and no major journey to reach the excellent food and bars!

www.rural-life.org.uk

CAMPSITE

The campsite is right next to the arenas and car park, so there's no long walks. There are hot showers and posh loos, a campervan and motorhome area, disabled area, glamping area - all available with electric hook ups - and breakfast bar.

GLAMPING - CAMEL CAMP

WEYFEST offers luxury, elegant canvas nomadic tents, in the style of the Touareg tribe of North Africa. These traditional canvas homes are located in a premium position, close to facilities and are spacious and cool. They come pre-erected and equipped with airbeds, solar lights, and rugs.

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OPPORTUNITIES

BARS

A number of pouring rights and Official Supplier packages are available.

There are four bars at the Festival, in the following size marquees...

Main Bar - 15m x 7m
Hogs Back Bar - 6m x 3m
Village Green Bar - 6m x 3m
Champagne Bar - 7m x 3m

CONCESSIONS

There are opportunities for retail partners from 2019 onwards. 2018 Partners include:

Beetle Juice - Cocktails
Tasty Thai - Thai Food
Zoe Waffle On - Waffles
Cara Gorda - Turkish Food
Chut The Cheese Up! - Vegetarian Food
Kings Doughnuts - Doughnuts
The Creperie - Crepes
Marmos - Spicy Food
The Espresso Bar - Coffee
The Big Mug - Tea & Cakes
Gorilla Kitchen - Pizzeria
Aberdeen Angus Burgers - Steak & Burgers

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OPPORTUNITIES

RETAIL

There are opportunities for retail partners from 2019 onwards. 2018 Partners include:

General Store - Mini Market
Missing Chopper - Signs
Wanderdusk - Jewellery
Global Emporium - Clothing
Medusa - Silver Jewellery
Hippydashery - Clothing
Kathmandu and diddly do - Clothing

Amore London - Clothing
Psychedelic Dip - Body Art
The Dressing Room - Clothing
Complexity Crystals - Crystals
Om Shanti Gifts - Asian Gifts
Costco Wholesale - Promoting Membership
of Costco

GROCERY

Perfect for a supermarket brand, the on site grocery provides campers and Festival goers with their staples supplies from fresh fruit and veg to their morning paper, lunch snacks and holiday essentials. Run 24 hours a day the grocery is located at the campsite.

KIDS ZONE

The Kids Zone supports the families who attend the Festival by providing a space for more than 200 children each year to play and rest. Interactive activities are run by the hands-on team and there is a huge array of toys, crafts and sports equipment for them to use as well as nappy changing facilities.

YOUR OWN BRANDED AREA

Bring your brand to WEYFEST & create your own themed or branded area at the Festival.

Examples include new stage platforms, sampling areas, interactive campaigns, activity zones or simple trade stand formats.

We are happy to consider a variety of ways of incorporating your brand creativity, products or ideas into a unique area that adds value to the Festival.

CONTACT

WEYFEST
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