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from **YORKSHIRE'S FOOD CAPITAL**



[www.visitmalton.com](http://www.visitmalton.com)

# WE INVITE YOU

to be part of the Made in Malton revolution as a sponsor of the annual **Malton Food Lovers Festival** on Sat 26 & Sun 27 May 2018 as we celebrate our 10th anniversary!

Our market town is thriving 365 days of the year and is recognised as Yorkshire's Food Capital enjoying an ever-growing reputation as a year-round food destination.

Our biggest celebration is the **MALTON FOOD LOVERS FESTIVAL** which attracts interest from the media, celebrity chefs and the passionate food loving public.

This document sets out why the festival is the ideal showcase for inspirational brands and suggests ways in which you can become involved.



# A FOOD FESTIVAL TO BE PROUD OF

“ Malton is a thriving town with food at its heart. Bursting with artisan food producers, distillers, brewers and independent shops, there’s no better place to celebrate good quality food and drink! ”

Prue Leith

Firmly established as one of the most delicious events in the summer calendar, the two-day top foodie fest each May attracts chefs, media and public from across the UK – it also presents a first class opportunity to engage with thousands of visitors.

## YOUR OPPORTUNITY TO SPONSOR MALTON FOOD LOVERS FESTIVAL

Sponsorship of Malton Food Lovers Festival associates your company/brand with the north’s biggest and best food festival, demonstrating your support for Yorkshire’s finest

producers and independent retailers and aligning your business, product or service with a very special event.

Each year, the Festival attracts thousands of visitors over the two-days. It is supported by a regional and national PR and marketing campaign which includes media partnerships, broadcast opportunities, editorials, branding and advertising.

As a valued partner you can reach Malton’s growing database of visitors, producers and local businesses.

*The Malton Food Lovers Festival is organised by Malton CIC, a not-for-profit organisation. Sponsorship is integral to growth of the event and our sponsorship policy ensures we only associate the festival with brand partnerships that reflect positively on the event and the town. We have bespoke sponsorship opportunities for the right partner.*



# CULINARY LOVE FOR MALTON

“Malton is incredibly pretty, it's idyllic, it's picturesque and the produce is amazing. I can't think of a setting quite so beautiful, quite so perfect, that's also real, thriving and living. For me I can't think of a better place to have a food festival than Malton.”

William Sitwell



“What I love about Malton is the atmosphere, the camaraderie, the relaxed bit. It is what it is, it's passionate about food in the most incredible location. What can you not love about it.”

Rosemary Shrager



“There aint no better place to experience that British culture of food than Malton. Malton is fabulicious and gargantuan!”

Levi Roots



“Malton's just wonderful, everybody's enthusiastic, everybody's friendly, everybody's nuts about food.”

Prue Leith



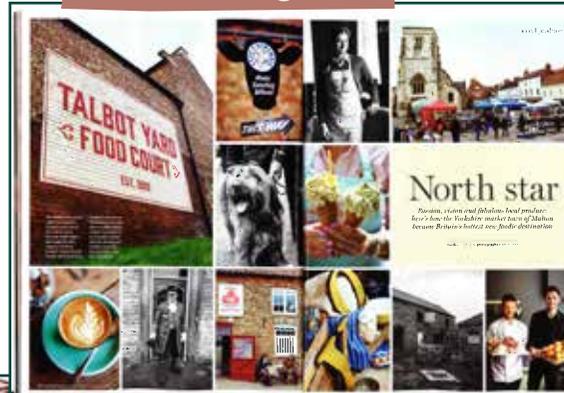
# MEDIA LOVE FOR MALTON

In 2017, the total media opportunities to see was nearly **32 MILLION!**

## TOP STATS:

- The Malton Food Lovers Festival attracts **tens of thousands of visitors** over the weekend
- The 2017 Festival attracted regional and national media attention with hundreds of pieces of press coverage reaching approximately **32 million people**, including **Jamie Magazine, Vogue US, Waitrose Magazine, Sunday Telegraph, Delicious Magazine** and **Sunday Express**
- 94% of stallholders surveyed said they would **definitely or very likely attend again**.
- Stallholders commented on **brand awareness being one of the biggest benefits** to them after sales.

Waitrose Magazine



Vogue US



Olive Magazine



Sunday Telegraph



Yorkshire Post Food & Drink



The Press, York

# MORE TOP STATS:

- In 2017, **100%** of visitors surveyed said they would **return to the Festival the following year**
- Over **160 stalls** participated in the 2017 Festival
- The Festival social media reaches in excess of **15,000 people** across Twitter, Facebook, Instagram and our mailing database
- 82% of visitors rate the producer market between 8 and **10 out of 10** (62% of those rated it 10/10)
- 49% of brands surveyed said their **biggest benefit is sales**, a further **26%** said **increasing brand awareness**



Delicious Magazine



Yorkshire Post Magazine



Sunday Express

**FOOD AND DRINK**

**Malton Food Lovers Festival**

**WHEN: May 27-28**

Foodie legends Levi Roots and Prue Leith are at the helm of this Yorkshire-based weekend. It's the biggest foodie festival in the north, with live music, cooking and plenty of treats. And entry is free. Shop for some of Yorkshire's finest fayre, sample street food and get cookery lessons from the experts. There's also a vintage fairground for the children and a festival bar for adults. See [maltonyorkshire.co.uk](http://maltonyorkshire.co.uk).



# WHO ATTENDS THE MALTON FOOD LOVERS FESTIVAL?

- Approximately 84% of attendees are from **North Yorkshire**
- The biggest audience group is **families**
- The majority of visitors are **aged 26-50**
- Visitors **spend between £25-£75** per person
- Over a half of visitors **attend based on a recommendation** from others

# MAKING 2018 THE BEST FESTIVAL IN OUR 10 YEAR HISTORY

We would love you to be part of the Festival. It promises more family fun and entertainment than ever before with an exciting line-up of chefs, tutored tastings and cookery classes and a bigger and better Festival Party, with street food open until late.



# “YORKSHIRE'S FOOD CAPITAL”

- Antonio Carluccio

An ever popular feature of the festival is the **vintage fun fair**, which will see families enjoying traditional fairground rides such as a steam powered Victorian carousel, helter skelter, swing boats and, brand new for 2018, will be **children's theatre workshops**.

**CELEBRATED AND AWARD WINNING CHEFS WILL BE CREATING CULINARY MAGIC IN LIVE COOKING DEMONSTRATIONS AND INTERVIEWS ON THE CHEF'S MAIN STAGE.**

Central to the festival's success has always been the **Producer's Market**, featuring excellent stalls with the finest Yorkshire produce on offer and amazing **Yorkshire street food**. New for 2018 will also be an indoor market in The Milton Rooms.



# SPONSORSHIP PACKAGES

## JOIN OUR YORKSHIRE WE LOVE MALTON REVOLUTION

For all our partners we can develop bespoke sponsorship packages based on individual requirements. However, we have outlined a range of sponsorship packages to illustrate what you can expect as a **Gold**, **Silver** or **Bronze** sponsor.



### BRONZE



As a Bronze sponsor you will become an affiliate of the festival with banner/logo placement, your name will be featured in tweets/facebook posts and via social media sites and you will be listed on the food festival website.

### SILVER



As a Silver sponsor you will have naming rights to a festival zone or activity, for example, the indoor market, festival bar or children's zone. Your company logo will appear on any festival marketing material. You will also get a listing on the food festival website in the sponsors' page and your company name will feature in the press releases and in tweets/facebook posts on our food festival social media sites.

### GOLD



As the headline Gold sponsor, you will be a key partner with naming rights to the festival, including the main cookery stage. Your company logo/name will appear on top of festival marketing material, including the flyer and poster. You will also have a top listing on the sponsors page of the food festival website. We will work with you to maximise your involvement in the festival including meet and greets with chefs. We will announce your sponsorship with a standalone press release and your company name will also feature in future press releases and in tweets/facebook posts on our food festival social media sites.

# WORKING WITH OUR PARTNERS?

We understand sponsorship needs to deliver and we have a marketing programme in place to support your festival objectives. All partners will benefit from exposure and presence via the marketing programme including:

- ♥ **PR** – broadcast newspapers/ magazines/online – a promotional campaign is in place targeting national, regional, and local media as well as specialist monthly magazines
- ♥ **Online & social media** – web mentions and dedicated weekly social media posts
- ♥ **The Malton Food Lovers Festival website**
- ♥ **Regional TV / Regional Radio** – The Festival has featured on BBC Radio 2 (Chris Evans Breakfast Show), BBC Radio York, Minster FM and Vale Radio. We also target features specific to BBC Look North
- ♥ **E-newsletter** distributed to the ‘Friends of the Festival’ database



# "WE ALL LOVE MALTON"



This is what the food producers say...

“Each year has been brilliantly run, extremely well-attended and very enjoyable; **you are the best-organised event** I attend! I can't wait for next year already!”

“It doesn't need to improve on anything, **it's one of my best events of the year**, cannot find any faults, well done and thank you to everyone involved, hope to see you all next year!”

“It brings a **huge variety** of products together that you wouldn't see anywhere else.”

“**Excellent organisation** including set up, the event and take down, good communication pre event and during, good staff numbers around if ever any issues or questions.”

“Great mix of stalls, **lovely location** with engaged locals and tourists. Good time of year, interesting events and talks to keep people there all weekend.”

“**The organisation of the festival is excellent**, along with marketing and creating a family friendly atmosphere.”

“The advertising and organisation on the morning is done really well, as well as attracting **plenty of varied stalls**, and customers from all over Yorkshire.”

“Done well is its branding, **advertising**, entertainment for the whole family (music, food, activities).”

“Excellent promotion and advertising in the run up to the festival. **Very good organisation on the day.**”

“The promotion of the festival is done very well; I think the **event was really well attended** by people who had a genuine interest in food!”



## 2017 SPONSORS GIVE THEIR OPINION

“ It’s great to be able to celebrate such a vibrant foodie culture close to home, and to be able to lend our support to the growing band of artisan producers in and around Malton, by being part of such a fabulous event. ”

Simon Wrench - Intravel

“ Hog & Beyond has partnered with the Malton Food Lovers Festival for the past two consecutive years. The engagement with visitors is absolutely fantastic; we are delighted to share our passion and knowledge with them. A highlight of the food calendar, the festival really echoes our ambition to take the local produce and then apply global flavours. ”

Matt Briggs - Hog and Beyond



# Thank You!

FOR YOUR INTEREST IN YORKSHIRE'S  
FOOD CAPITAL AND OUR SHOWCASE  
EVENT THE MALTON FOOD LOVERS FESTIVAL.

For further information and to discuss how you can  
get involved please contact Hatch Communications on  
0113 361 3600 or email [malton@hatchpr.co.uk](mailto:malton@hatchpr.co.uk).



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