

SPONSORSHIP OPPORTUNITIES

VISIT ELY COMMUNITY EVENTS 2025

Eel Festival and VE/VJ 80

May 2-5th

A four-day event to include Eel Foodie Trail, Business Eel Throwing Competition, Eel Day, Food Drink and Craft Festival)

Apple and Harvest Fayre

October 11th and 12th

A two-day event celebrating 25 years in collaboration with King's School & Bishop's Palace open garden day and Ely Cathedral Harvest Festival

Platinum Package £5000

in return for the sponsorship, we would offer you:

- Banners (provided by you) placed in prominent locations across the **entire event location** as the main sponsor for 2025 (for Eel Festival four days inclusive)
- Dedicated Social Media campaign – you will be introduced as the main sponsor to our followers on Facebook (7.6k), Twitter (3.9k) and Instagram (2.2k) – with content provided by the sponsor
- Dedicated e-mail marketing campaign to our ever-growing active subscriber base currently 5.5k
- A free pitch at the event you sponsor – putting your company at the heart of a bustling and vibrant atmosphere that is visited by over six thousand visitors daily.
- Entry to our sponsors' gazebo with complimentary snacks, drinks and press shoot.
- Your logo on all marketing materials including print and network of digital signage (17 throughout Ely) including on all paid advertising.
- A full page and free editorial advertising your company in our **Visit Ely Guide 2026** with a current print run of 14k copies. (see below for link and further information.
- Mentions on any media appearances related to the event. Could include BBC Radio Cambs/Heart Cambs and Greatest Hits Radio.

- Dedicated mentions in **all press releases**
- Feature on our website **news page** dedicated to our 2025 sponsors.
- Inclusion in the Cry delivered by the Town Crier of the City of Ely at the opening of the event.
- Team building experience at Oliver Cromwell's House (Escape Room, Murder Mystery, Ghost Walks)

Gold Package £2500

In return for the sponsorship, we would offer you:

- Banners (provided by you) placed in prominent locations around the event site(s) Zoned areas, once mapping has been completed the 'sponsor' supports e.g. Food Demonstration area for Food Drink and Craft Festival.
- Dedicated Social Media campaign – you will be introduced as a sponsor to our followers on Facebook (7.6k), Twitter (3.9k) and Instagram (2.2k)
- A half page advertisement in the Visit Ely Guide 2026 – current print run of 14k copies
- Dedicated e-mail marketing campaign to our ever-growing active subscriber base – 5.5k presently.
- Feature on our website **news page** dedicated to our 2025 sponsors
- A free pitch at the event you sponsor – putting your company at the heart of a bustling and vibrant atmosphere that is visited by over six thousand visitors daily.
- Entry to our sponsors' gazebo with complimentary snacks/drinks and inclusion on all press shoots
- Your logo on all marketing materials including print and digital – including on all paid advertising, the digital signage network operated by Visit Ely.
- Mentions on any media appearances related to the event such as BBC Radio Cambs/Heart Cambs/Greatest Hits Radio
- Dedicated mentions **in all press releases**.

Silver Package £1000

In return for the sponsorship, we would offer you:

- Banners (provided by you) placed at the site entrance and exits
- Dedicated Social Media campaign – you will be introduced as a sponsor to our followers on Facebook (7.6k), Twitter (3.9k) and Instagram (2.2k)

- Dedicated e-mail marketing campaign to our ever-growing active subscriber base – 5.5k presently.
- Entry to our sponsors' gazebo with complimentary snacks drinks and inclusion on all press shoots.
- Your logo on all marketing materials including print and digital – including on all paid advertising, the digital signage network operated by Visit Ely.
- Mentions on any media appearances related to the event such as BBC Radio Cambs/Heart Cambs/Greatest Hits Radio
- Dedicated mentions **in all press all releases.**

Bronze Package £500

in return for the sponsorship, we would offer you:

- Dedicated Social Media campaign – you will be introduced as a sponsor to our followers on Facebook (7.6k), Twitter (3.9k) and Instagram (2.2k)
- Dedicated e-mail marketing campaign to our ever-growing active subscriber base – 5.5k present.
- Feature on our website **news page** dedicated to our 2025 sponsors.



Dear Sponsor

Please see link for our Visit Ely guide for 2025. The physical book can be found in all local accommodation providers, eateries, independent shops. The book is also distributed to other tourism attractions and tourist information centres up and down the UK and a prominent feature at all travel shows.

<https://www.visitely.org.uk/visitor-info/visitor-guide/>

Digital Advertising

<https://www.visitely.org.uk/visit-ely-app/>

Visit Ely News Page

<https://www.visitely.org.uk/news/>

Please contact for further information: info@visitely.org.uk

