



2025 Event Sponsorship Guide



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Introduction

Flitton & Greenfield Festival 2025

12th July 2025 - The Compasses, Greenfield, MK45 5DD

The Flitton & Greenfield Festival is our flagship event, which attracted nearly 1000 people in 2024. For 2025, we are rebranding! The festival will move on from the beer festival and focus on delivering great music and a great atmosphere (and of course great beer!). We are dedicated to building this event to get bigger and better every year!

We are introducing this unique opportunity for businesses to sponsor our festival in 2025, to enable our growth while delivering a festival that has people talking for years to come.

1 Our Suppliers

We understand that our suppliers make the festival happen. 2025 will see the return of some of our fantastic suppliers, as well as an opportunity for new suppliers to join us.

2 Our Partners.

Our sponsorship programme is designed with you in mind. We want to build a partnership with local and national businesses to enable our growth.

3 Our Event.

That's exactly what it is, OUR event. We want everyone involved to benefit from another fantastic, safe and profitable event. Fancy being part of it? Now is the time to join us!

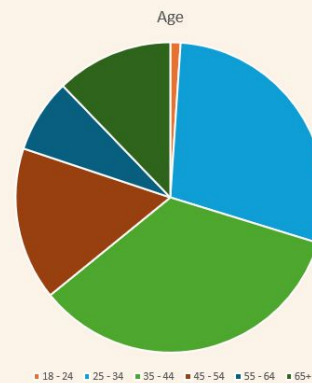
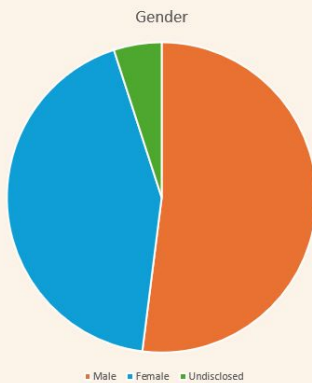
Our advertising campaigns in 2024 had over 600,000 impressions, and over 10,000 click throughs on Facebook, Instagram and EventBrite, in just over 4 months

Demographics

Our attendee profile for 2024 was slightly male led, with an average age between 30 and 40. Our adverts were viewed primarily by households in Hertfordshire, Bedfordshire and Buckinghamshire. Aproximately 25% of our ticket sales were visting with children and families.

The Flitton & Greenfield Festival is proud to have had such a diverse and inclusive audience attending last years festival. Our festival goers were of all different ages and backgrounds, and travelled from all over the county (and beyond!) to join us!

2025 is an opportunity for development, to bring people in from further afield. Our sponsorship will fuel the ability to boost our advertising campaigns and drive our adverts to reach customers that fit both our festival profile, as well as our sponsors target audience.



Our Festival



In 2024, we launched the Flitton & Greenfield Beer Festival - we initially planned to do something that "fit in" with our cosy village pub. Those plans changed.

Our event organisers decided to step out of the box and delivered an incredible day of music, food and entertainment. We quickly found that our guests wanted something different and we listened.

We are incredibly proud to have had The Hoosiers, who boast two UK Top 10 hits with 'Worried About Ray' and 'Goodbye Mr. A', a multi-platinum UK number one album and performances at the likes of Glastonbury, Isle of Wight Festival and Radio 1's Big Weekend headline our first festival. We were also supported by a great lineup of local bands and artists throughout the day!

One of our most important focuses for 2025 is growth. We will bring all the great elements from 2024, build on them and use the feedback from our festival goers to make it even better.

Event Video

Check out our video from 2024, which gives a glimpse of the incredible atmosphere that The Hoosiers delivered at The Flitton & Greenfield Beer Festival!



Sponsorship Packages

For 2025, we are limiting the number of sponsorship opportunities available, this is to ensure that our sponsors get maximum benefit from their involvement. All event sponsors will be featured in marketing material, in print, across social media and at the festival itself.

| Festival Partner | Bar Sponsor | Food Village Name Sponsor |
|--|--|--|
| Representation as "The Flitton & Greenfield Festival 2025, in partnership with <YOUR BRAND>" | Representation as "The F&G Festival 2025 Bar brought to you by <YOUR BRAND>" | Representation as " The <YOUR BRAND> Food Village" |
| Your brand included on festival paid social media and digital marketing campaigns | Your brand included on festival paid social media and digital marketing campaigns relating to drink offering. | Your brand included on festival paid social media and digital marketing campaigns relating to food offering. |
| Your logo on Festival Tickets | Bar area to be branded inline with your corporate branding | Banner placements around food village |
| Inclusion on the festival website, which saw over 20,000 unique visitors per month in the lead up to 2024's festival | Inclusion on the festival website, which saw over 20,000 unique visitors per month in the lead up to 2024's festival | Inclusion on the festival website, which saw over 20,000 unique visitors per month in the lead up to 2024's festival |
| Banner placement on stage | Banner placements around bar | Banner placements around food village |
| Verbal DJ shoutouts throughout the event | 2 Verbal DJ shoutouts throughout the event | Verbal DJ shoutouts throughout the event |

Interested?

Lets Talk! If you are interested in sponsoring the Flitton & Greenfield Festival 2025, reach out to our team on the details below:

Whatsapp: +447874 456197

Email: events@sbehospitality.co.uk

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