

The Scarborough Fair Partnership Opportunities



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What is The Scarborough Fair?

Established under Royal Charter in 1253, the original Scarborough Fair drew merchants from all over the world to sell to visitors each August and September. The last event was held in 1788 and brought back to life by Simon and Garfunkel who recorded a version for their 1966 album 'Parsley, Sage, Rosemary and Thyme'.

In 2023, the Fair was reinstated, and launched with Scarborough Lights, the first event in a brand new, year-round programme of cultural regeneration. Together, we will provide opportunities that inspire, educate and excite with activity including:

Scarborough Lights - Spectacular light festival: November to December 2024, 2025 and 2026

Scarborough Streets - A three-day festival featuring a parade with outdoor events created by local arts organisations and visiting performers: May 2024 (4-6 May), May 2025 and May 2026

Scarborough Arts - Discover incredible artwork by following an open-submission affordable art trail that will take you on a journey around Scarborough and beyond: June to August 2024 (15 June - 4 August), 2025 and 2026

Scarborough Fringe - Enjoy the best of contemporary theatre, comedy, music and other forms of varied entertainment across 10 days, on the Yorkshire Coast: June 2024 (21-30 June), 2025 and 2026

Scarborough Extreme - An extravaganza of action sports and music with pilot events in September 2024, followed by full-sized, major festivals in 2025 and 2026



Scarborough Lights statistics

The economic impact of Scarborough Lights 2023 was estimated to be £3,621,746

5 weeks

38 days

23 events

18 sites



£88,765

ticket revenue

£6.59

average ticket price paid



Social Media



195k reach



12.5k reach



13.8k link clicks

341,976 total attendance

11,690 total tickets sold

955 complimentary tickets issued

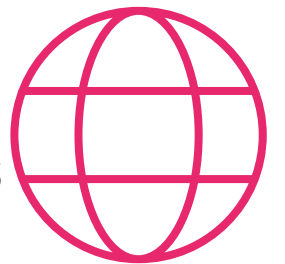


Web

1k+ newsletter subscriptions

62k users to scarboroughfair.uk

92k sessions



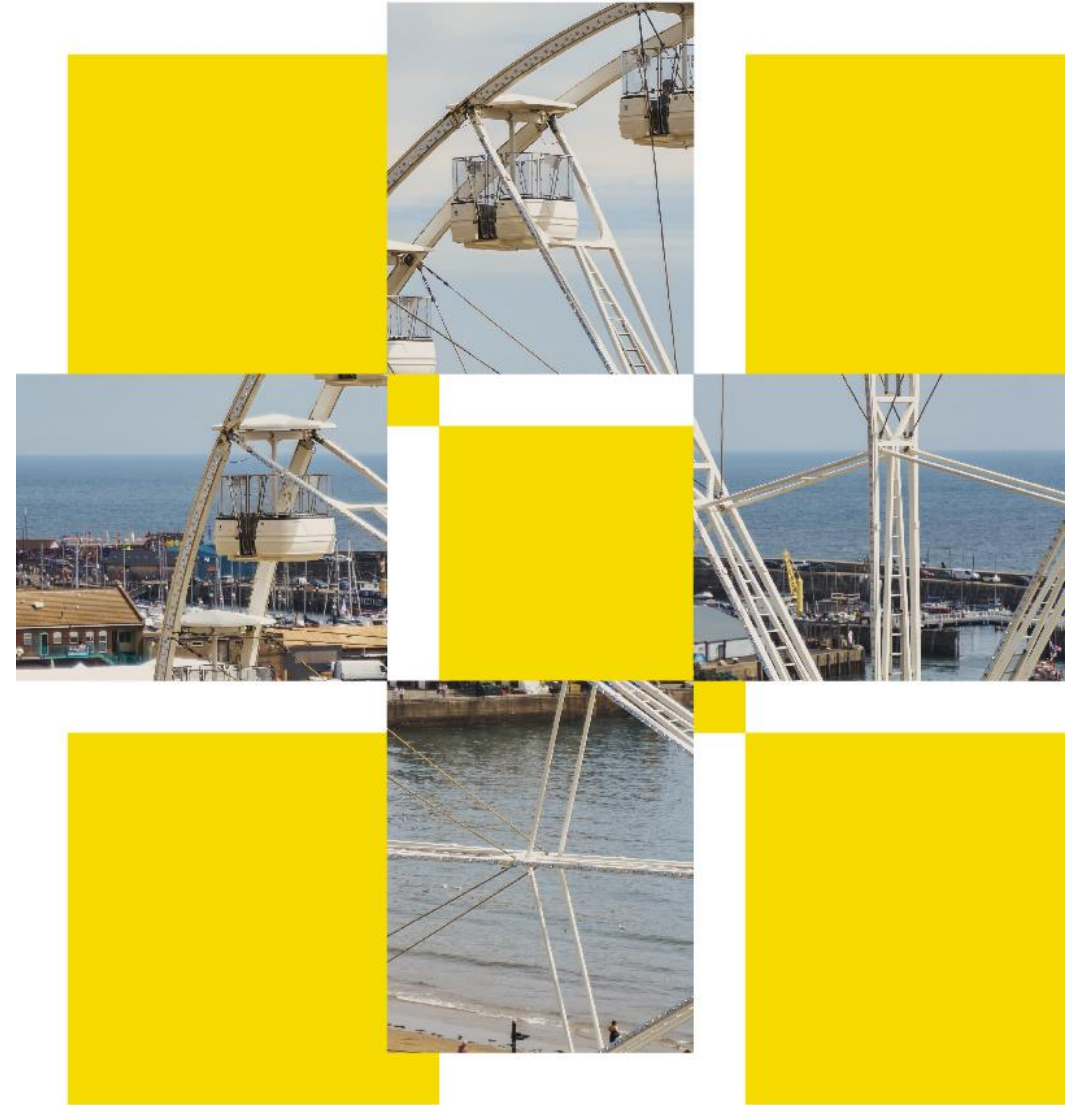
Partner with The Scarborough Fair

An anticipated 1 million visitors per year are expected to celebrate The Scarborough Fair, providing your business with an opportunity to build brand awareness, demonstrate good corporate citizenship, develop staff skills, and access unique entertainment opportunities.

Support your corporate social responsibility or community engagement, helping us break down barriers to participating in and attending the Fair - ensuring accessible learning for all.

Partnering with The Scarborough Fair will provide an unparalleled opportunity for engagement with live and online audiences, helping demonstrate your organisation's commitment to the local community via our website and social media, and local and regional promotional opportunities.

Engage clients and staff with exclusive and rewarding experiences including key volunteer roles and top-class entertainment, with access to leading performers and artists.



The Scarborough Fair partnership opportunities values – excluding VAT

	Per individual festival	1 year package 5% discount for supporting 5 festivals	2 year package 10% discount for supporting 10 festivals	3 year package 20% discount for supporting 15 festivals
The Scarborough Fair Main Partner	£10,000	£9,500 per festival	£8,550 per festival	£7,600 per festival
The Scarborough Fair Gold Partner	£5,000	£4,750 per festival	£4,275 per festival	£3,800 per festival
The Scarborough Fair Silver Partner	£3,000	£2,850 per festival	£2,565 per festival	£2,280 per festival
The Scarborough Fair Community Programme Partner	£2,000	£1,900 per festival	£1,710 per festival	£1,520 per festival
The Scarborough Fair Official Supporter	£1,000	£950 per festival	£855 per festival	£760 per festival
The Scarborough Fair Friends of the Fair	All financial support below £1,000	All financial support below £1,000	All financial support below £1,000	All financial support below £1,000

The Scarborough Fair partnership benefits

	Main Partner	Gold Partner	Silver Partner	Community Programme Partner	Official Supporter	Friends of the Fair
Logo/branding across all relevant official physical/digital assets.	Most prominent positioning of the corporate partners for your logo/branding across physical/digital assets, via an agreed 'supported by' logo lock up.	Second most prominent positions for your logo/branding across relevant assets, within corporate partners	Third most prominent position for your logo/branding across relevant assets, within corporate partners	Only community programme events, shared assets with other community partner logos	Clickable logo on the 'support us' page of The Scarborough Fair website, logo on partners' page of the brochure	No
Opportunity for Sector or Sub-Sector exclusivity	Yes (Multi-festival packages only)	No	No	No	No	No
Media launch announcement and support throughout the duration of the partnership	Inclusion in media launch announcement and support for the duration of the partnership	Attendance at media launch announcement and support for the duration of the partnership	Referenced in media launch comms and support for the duration of the partnership	Referenced in media launch comms and support throughout the duration of the partnership	Joint social media launch/welcome post with other official supporters	No
Posts on The Scarborough Fair social media channels (number of posts allocated by value of partnership)	Posts on the launch day, mentions during festival, thank you post at the close	Posts on the launch day, mentions during festival, thank you post at the close	Posts on the launch day, mentions during festival, thank you post at the close	Posts on the launch day, mentions during festival, thank you post at the close	Joint social media launch/welcome post with other official supporters	No

The Scarborough Fair partnership benefits

	Main Partner	Gold Partner	Silver Partner	Community Programme Partner	Official Supporter	Friends of the Fair
Official pre-event marketing and dedicated website promotion on our official website	Main Partner level	Gold level	Silver level	Community Programme level – only community programme page and relevant community programme marketing	Clickable logo on the 'Support us' page on the official website	No
Partner media activity	Launch PR, attendance at media preview, quote in launch editorial pieces	Referenced as key supporter in launch PR, 1 x quote in release during the event	Named in media activity via an agreed 'boiler plate'	Mentioned in Community Programme PR and inclusion in an agreed 'boiler plate'	Joint social media launch/welcome post with other official supporters	No
Advert/logo/editorial content in the relevant official event brochure	Full page advertisement, editorial content and logo included via lock up	½ page advertisement, editorial content, logo on the partners' page	¼ page advert, logo on the partners' page	Logo on the partners' page	Logo on the partners' page	No
Suitable promotional space within event/festival area	Main Partner level	Approx. 6m x 3m	Approx. 3m x 3m	Approx. 3m x 3m	None	None

The Scarborough Fair partnership benefits

	Main Partner	Gold Partner	Silver Partner	Community Programme Partner	Official Supporter	Friends of the Fair
The relevant Scarborough Fair Partner logo to use on own marketing and promotional material	Yes	Yes	Yes	Yes	Yes	Friends of the Fair digital logo to use on website or social media
Partner passes to VIP area/preview events	12 VIP passes	8 VIP passes	6 VIP passes	4 VIP passes	2 VIP passes	Entry into Friends of the Fair draw for festival tickets
Official Partner of all VIP events associated with the Fair	Main Partner level	Gold level	Silver level	Community Programme level	No	No
Prioritised access to our group booking specialist, allowing the partner to gain assistance in securing accommodation for the event/festival	Yes	Yes	Yes	Yes	Yes	No

The Scarborough Fair partnership benefits

	Main Partner	Gold Partner	Silver Partner	Community Programme Partner	Official Supporter	Friends of the Fair
Prioritised direct access to the events management and marketing teams	Yes	Yes	Yes	Yes	Yes	No
Proactive support of partner's campaigns / engagement activities through our official communication channels	Yes	Yes	Yes	Yes	Yes	No
Exclusive discounts / experiences for partner's staff/guests	Main partner level	Gold level	Silver level	Community Programme Partner level	Official Supporter level	Tiered by value of donation/financial support: Platinum: £500+ Gold: £250+ Silver: £100+ Bronze: £25+

The Scarborough Fair partnership benefits

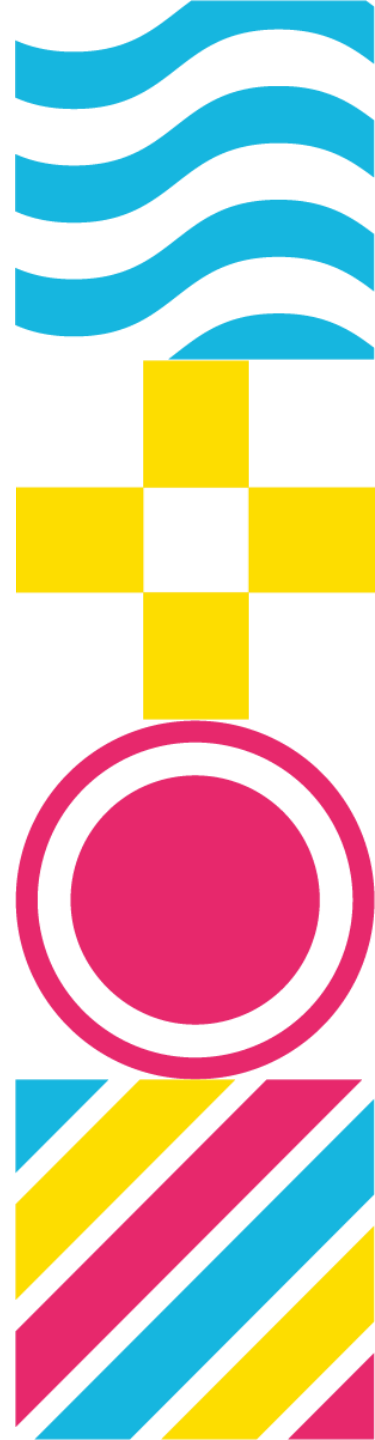
	Main Partner	Gold Partner	Silver Partner	Community Programme Partner	Official Supporter	Friends of the Fair
Opportunities to volunteer within The Scarborough Fair programme of events / festivals, allowing staff to enhance their skill sets and life experiences	Yes	Yes	Yes	Yes	Yes	Yes
Prioritised pre-sale access for ticketed events	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to attend networking events	Yes	Yes	Yes	Yes	Yes	No
Opportunity to be associated with an award at our Awards event	Yes	Yes	Yes	Yes	Yes	No

The Scarborough Fair Community Programme

- The Scarborough Fair cares...

The ethos of The Scarborough Fair is to use the Festivals as a catalyst for improving the town and wider community. This Partnership allows you the opportunity to support the varied activities that will be taking place throughout our portfolio of events/festivals, and we also offer the opportunity to tailor activities to match your CSR strategies. Our Community Programme will aim to support the following areas:

- Diversity and inclusion
- Health and wellbeing
- Promoting pioneering new work from new creatives
- Tackling local issues
- Food poverty and associated cost of living issues
- Mental health
- Social issues
- Learning and development
- Assisting disadvantaged groups and individuals
- Increasing engagement in the arts, sports and music
- Promoting climate change, environmental and sustainability issues
- Promoting cross-border collaborations
- Promoting investment in the local economy
- Promoting local suppliers, businesses, organisations
- Promoting local charities and other community groups
- Proactively offering disadvantaged groups free entry to paid events
- Promoting the development of new skills
- Promoting the local employability schemes



Who we have already supported....

Scarborough Lights 2023 supported local groups by offering artists workshops for the hearing-impaired community and local disadvantaged individuals, children, young adults and families, as well as free entry to paid events.

We also supported the national launch of the Tesco Winter Food Collection via their Alternative Christmas Tree event in Trafalgar Square in Scarborough. This campaign eventually generated the equivalent of 2 million meals for those facing food poverty issues locally, regionally and nationally.

Our Live Advent Calendar also helped to create enhanced community engagement and tackle issues such as isolation for local residents.

At the Preview Night, we featured products from local businesses, showcasing their goods to a wider audience. Catering and staffing were provided by Scarborough TEC hospitality, offering students the opportunity to gain valuable experience and enhance their future employability.



Bespoke and official partnerships

Bespoke partnership

Please contact The Scarborough Fair team with your requirements and we will develop a bespoke partnership package.

Official partnership

The Scarborough Fair team can offer official partnership opportunities to suppliers and service providers who provide a significant commitment of in-kind support to the festivals. We have opportunities within the following areas:

- Media
- Print and marketing assets production
- Catering/hospitality/accommodation
- Staging and event equipment
- Transport
- Signage
- Security
- Art supplies
- Official merchandise and products
- Food and drink



Friends of the Fair opportunities

For all support below £1,000

The Friends of the Fair allows individuals/organisations to support The Scarborough Fair and gain access to special benefits. All financial support/donations go directly to The Scarborough Fair Community Programme Fund.

Platinum level benefits - for all support above £500:

- Pre-sale access for ticketed events
- Access to Friends of the Fair benefits for 12 months
- 10% off total booking value for 8 participating events/shows
- Opportunity to be listed on The Scarborough Fair website
- Provision of the Friends of the Fair logo for use in your marketing
- Entry into Friends of the Fair draw for festival tickets
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Exclusive Platinum level discounts/promotional offers
- Access to the Friends of the Fair newsletter.

Silver level benefits - for all support above £100:

- Pre-sale access for ticketed events
- Access to Friends of the Fair benefits for 12 months
- 10% off total booking value for 4 participating events/shows
- Opportunity to be listed on The Scarborough Fair website
- Provision of the Friends of the Fair logo for use in your marketing
- Entry into Friends of the Fair draw for festival tickets
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Exclusive Silver level discounts/promotional offers
- Access to the Friends of the Fair newsletter.

Gold level benefits - for all support above £250:

- Pre-sale access for ticketed events
- Access to Friends of the Fair benefits for 12 months
- 10% off total booking value for 6 participating events/shows
- Opportunity to be listed on The Scarborough Fair website
- Provision of the Friends of the Fair logo for use in your marketing
- Entry into Friends of the Fair draw for festival tickets
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Exclusive Gold level discounts/promotional offers
- Access to the Friends of the Fair newsletter.

Bronze level benefits - for all support above £25:

- Pre-sale access for ticketed events
- Access to Friends of the Fair benefits for 12 months
- 10% off total booking value for 2 participating events/shows
- Opportunity to be listed on The Scarborough Fair website
- Provision of the Friends of the Fair logo for use in your marketing
- Entry into Friends of the Fair draw for festival tickets
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Exclusive Bronze level discounts/promotional offers
- Access to the Friends of the Fair newsletter.

A few words from our corporate partners...



"I am so pleased the event was such a success for Scarborough. We were delighted to play a small part in ensuring the lights were shining brightly for everyone in the run up to and across the events organised for locals and visitors."

**Claire De Silva,
Head of community and local media at Tesco**

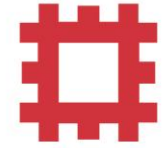
"At Wold Top Brewery we appreciate that we live and work in a wonderful place, so welcome the opportunity to support initiatives encouraging visitors to the area."

**Jo Ward,
Brand Ambassador for Wold Top Brewery**

Previous partners



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



ENGLISH HERITAGE



Flanders
State of the Art



Kingdom of the Netherlands



Thank you

Please contact The Scarborough Fair Team for more information or to discuss how we could work together.

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