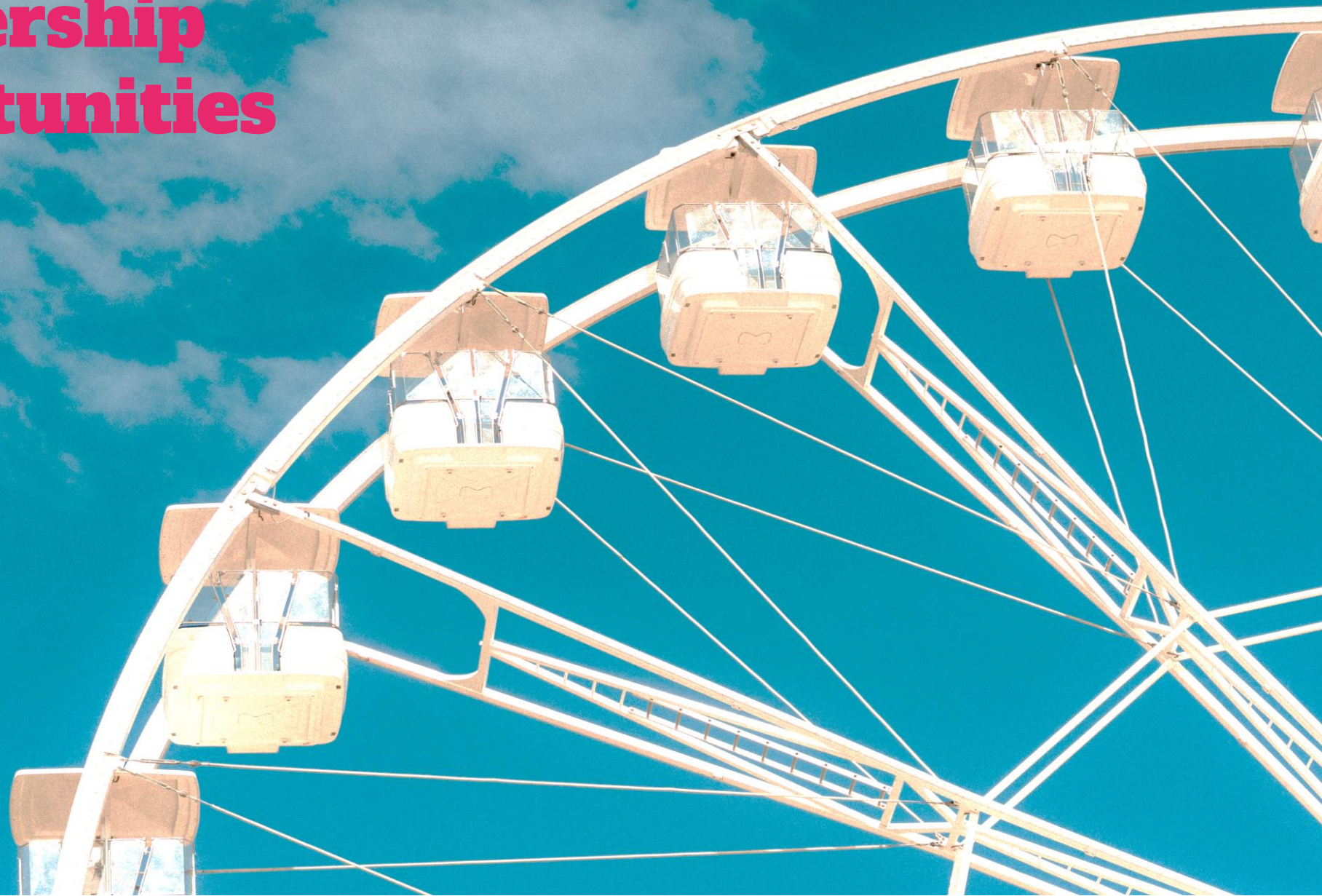


The Scarborough Fair Partnership Opportunities 2025



Brought to you by



Corporate opportunities at The Scarborough Fair

“The Scarborough Fair is a ground-breaking new venture for both the town and the wider region, providing work opportunities for the creative community and bringing in significant numbers of visitors and positive economic impact for local businesses, too

The Scarborough Fair will attract people nationally and internationally to visit both Scarborough and the wider North Yorkshire county, cementing our reputation as one of the country’s top cultural destinations. I, along with North Yorkshire Council and the Advisory Board, am delighted and extremely privileged to be able to make the Fair happen, and look forward to varied discussions with businesses to understand how we can work together to enhance the huge number of fantastic opportunities for residents, businesses and visitors.”

**Julian Caddy,
Director of The Scarborough Fair**



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 Streets - A three-day festival with outdoor events created by local arts organisations and visiting performers:
30 May - 1 June 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: 13-22 June 2025 and 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: 5 July – 3 August 2025 and 2026

Scarborough Extreme - An extravaganza of action sports and music, showcasing a wide range of sports, celebrating activities which push you to your limits: 12-14 July 2025 and 2026

Scarborough Lights - Spectacular light festival: 14 November to 21 December 2025 and 2026



Scarborough Fair 2023/2024 combined statistics

The economic impact of Scarborough Fair (Scarborough Lights 2023/Streets 2024/Art/E fringe 2024/Extreme 2024/ Lights 2024) was estimated to be **£10,021,594.23**

131 days

252

events

132 sites



Estimated Social impact

value **£6.63** per **£1**

spend

Social Media



535k reach



58.2k reach



30.8k link clicks

4,459,051 estimated
combined total footfall in
Scarborough during the festivals

248,306 estimated combined
visitors/attendance at the festivals

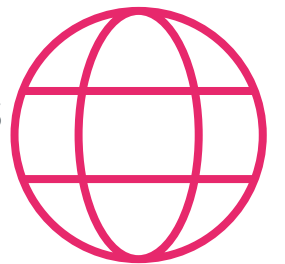


Web

2k+ newsletter subscriptions

114.9k users to
scarboroughfair.uk

196.3k sessions



Data sources: NYC external data provider, Eventotron/venues box office, visitor insight surveys, estimated journey times assumptions, independent clicker counts, NYC STEAM data.

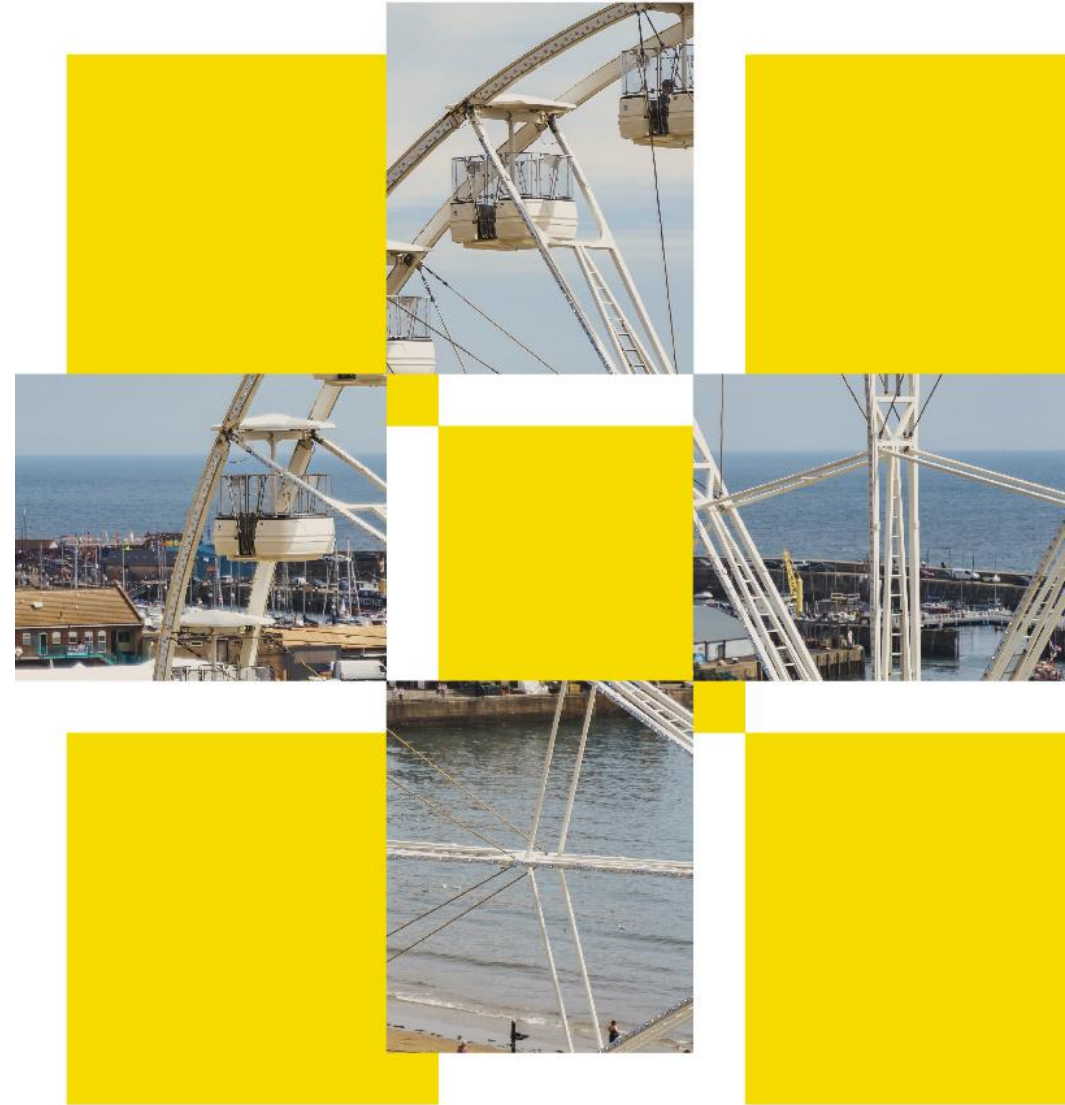
Partner with The Scarborough Fair

The festivals have attracted an estimated 248,306 visitors since 2023, with an estimated 4,459,051 total combined footfall in Scarborough during the festivals, 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.



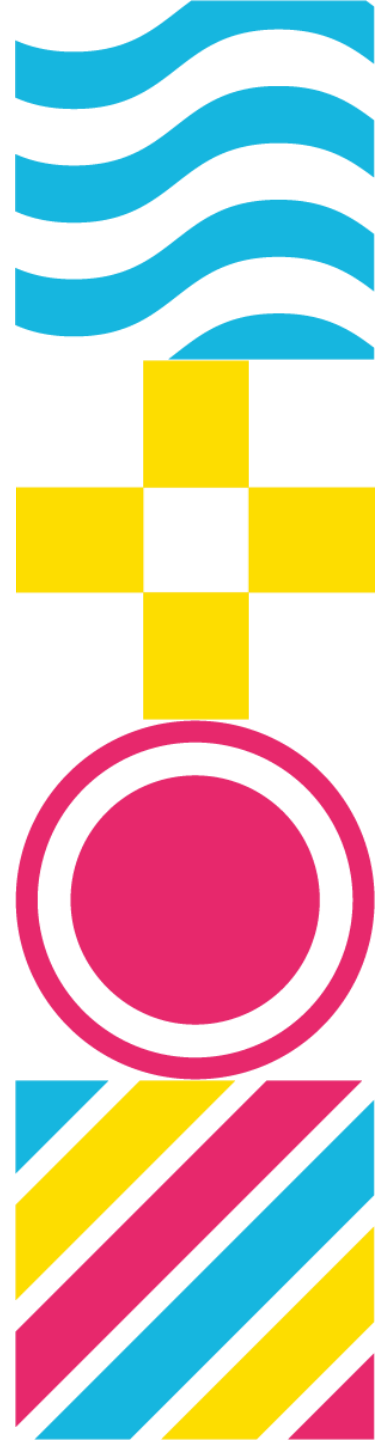
Main Partner opportunities

The Main Partner will receive our exclusive premium opportunities.

Due to the dynamic nature of The Scarborough Fair festivals, we will work with you to create a mutually beneficial partnership that will provide the highest level of awareness and engagement within the local and wider community.

Partner benefits:

- Most prominent positioning of the corporate partners for your logo/branding across physical/digital assets, via an agreed 'supported by' logo lock up.
- Opportunity for sector or sub-sector exclusivity (multi-festival packages only)
- Inclusion in media launch announcement and support throughout the duration of the partnership
- Posts on The Scarborough Fair social media channels - launch day, mentions during, and thank you post at the close
- Official pre-event marketing and dedicated promotion on The Scarborough Fair website
- Main Partner media activity - launch PR, attendance at media preview, quote in launch editorial pieces
- Inclusion in the relevant official event brochure – full page advertisement, editorial content and logo included via lock up
- Suitable promotional space within event/festival area
- Provision of The Scarborough Fair Main Partner logo to use within your marketing
- 12x passes to VIP area/preview events
- Official Main Partner of all VIP events associated with The Scarborough Fair
- Prioritised access to our Group Booking specialist, offering assistance in securing accommodation for the event/festival
- Prioritised direct access to the events management and marketing teams
- Proactive support of your campaigns/engagement activities through The Scarborough Fair channels
- Exclusive discounts/experiences for your staff/guests
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Prioritised pre-sale access for ticketed events
- Opportunity to attend networking events
- Opportunity to be associated with an award at our awards event



Main Partner values – excluding VAT

Per individual festival

£10,000

1 year package

5% discount for supporting 5 festivals

£9,500 per festival

2 year package

10% discount for supporting 10 festivals

£8,550 per festival

3 year package

20% discount for supporting 15 festivals

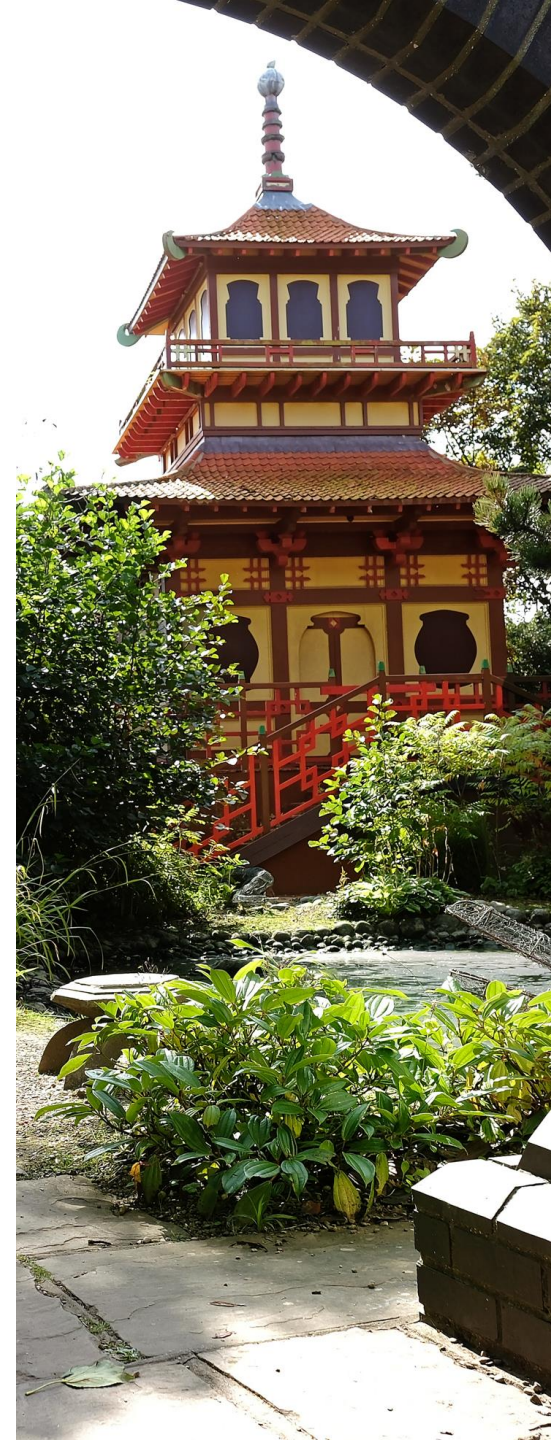
£7,600 per festival



Gold Partner opportunities

Our Gold Partners will receive tailored opportunities that will provide significant exposure across a variety of exciting benefits.

- Second most prominent position for your logo/branding across relevant physical/digital assets, within corporate partners
- Attendance at media launch announcement and support throughout the duration of the partnership
- Posts on The Scarborough Fair social media channels - launch day, mentions during, and thank you post at the close
- Official pre-event marketing and dedicated promotion on The Scarborough Fair website
- Media activity - referenced as key supporter in launch PR, 1 x quote in release during the event
- Inclusion in the relevant official event brochure – half page advertisement, editorial content and logo inside the brochure on the partners' page
- Suitable promotional space within event/festival area (approx. 6m x 3m)
- Provision of The Scarborough Fair Gold Partner logo to use within your marketing
- 8x passes to VIP area/preview events
- Official Gold Partner of all VIP events associated with The Scarborough Fair
- Prioritised access to our Group Booking specialist, offering assistance in securing accommodation for the event/festival
- Prioritised direct access to the events management and marketing teams
- Proactive support of your campaigns/engagement activities through The Scarborough Fair channels
- Exclusive discounts/experiences for your staff/guests
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Prioritised pre-sale access for ticketed events
- Opportunity to attend networking events
- Opportunity to be associated with an award at our awards event



Gold Partner values - excluding VAT

Per individual festival

£5,000

1 year package

5% discount for supporting 5 festivals

£4,750 per festival

2 year package

10% discount for supporting 10 festivals

£4,275 per festival

3 year package

20% discount for supporting 15 festivals

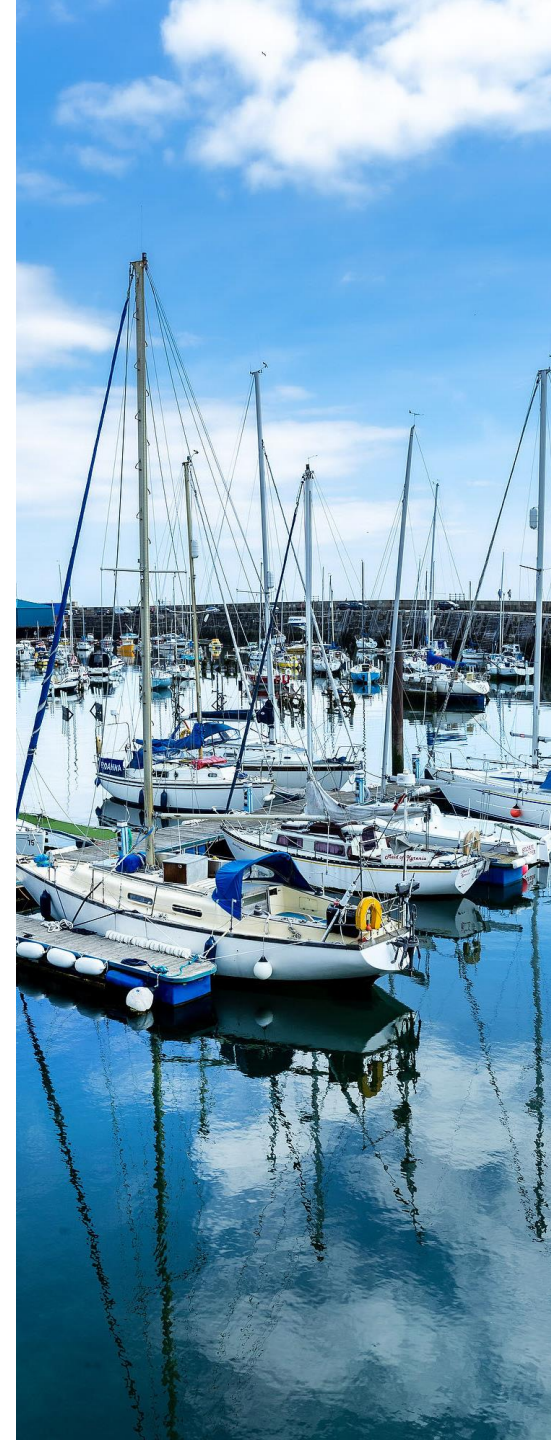
£3,800 per festival



Silver Partner opportunities

The Silver Partnership offers an array of exciting opportunities to help generate awareness and increase engagement.

- Third most prominent position for your logo/branding across relevant physical/digital assets, within corporate partners
- Referenced in media launch comms and support throughout the duration of the partnership
- Posts on The Scarborough Fair social media channels – launch day, mentions during, and thank you post at the close
- Official pre-event marketing and dedicated promotion on The Scarborough Fair website
- Named in media activity via an agreed 'boiler plate'
- Inclusion in the relevant official event brochure – quarter page advertisement and logo inside the brochure on the partners' page
- Suitable promotional space within event/festival area (approx. 3m x 3m)
- Provision of The Scarborough Fair Silver Partner logo to use within your marketing
- 6x passes to VIP area/preview events
- Official Silver Partner of all VIP events associated with The Scarborough Fair
- Prioritised access to our Group Booking specialist, offering assistance in securing accommodation for the event/festival
- Prioritised direct access to the events management and marketing team
- Proactive support of your campaigns/engagement activities through The Scarborough Fair channels
- Exclusive discounts/experiences for your staff/guests
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Prioritised pre-sale access for ticketed events
- Opportunity to attend networking events
- Opportunity to be associated with an award at our awards event



Silver Partner values - excluding VAT

Per individual festival

£3,000

1 year package

5% discount for supporting 5 festivals

£2,850 per festival

2 year package

10% discount for supporting 10 festivals

£2,565 per festival

3 year package

20% discount for supporting 15 festivals

£2,280 per festival

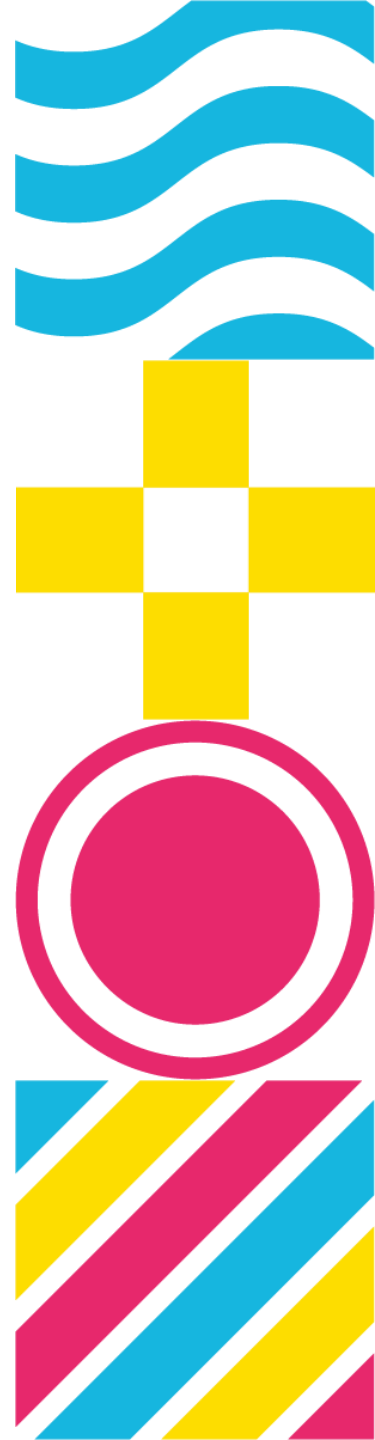


The Scarborough Fair Community Programme

- 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....

Below are a selection of activities we have supported via The Scarborough Fair Community Programme:

- Yorkshire Coast Sight Support projects, we have incorporated visually impaired friendly art workshops at Scarborough Lights 2023 and supported the creation of an art installation for both Scarborough Streets 2024 and Scarborough Lights 2024, highlighting how a visually impaired person views the world.
- We actively encouraged local disadvantaged and under-represented individuals and community groups to partake in taster sessions for activities including Surfing, Cycling, Skateboarding, Kayaking, Rowing, Sub Aqua, Canoeing and Sky Diving during the Scarborough Extreme 2024 festival. We also incorporated adaptive activities so that we were as inclusive as possible, including Boccia, Disabled Swimming and adaptive cycling.
- Throughout the festivals we have supported local up-and-coming creatives, allowing them to raise their profile and showcase their talent.
- The Live Advent Calendar has been a huge success in fostering a closer community spirit and helping fight isolation via the workshops to create the window artworks and the actual 'window opening' activities. Local schools and community groups have worked with local business/organisations to create collaborative window designs around the town.
- For ticketed events/activities we have provide free tickets to disadvantaged and under-represented groups to ensure they can enjoy the festivals.



The Scarborough Fair Community Programme Partners

Partnership benefits

- Logo/branding across physical/digital assets at Community Programme events
- Referenced in media launch comms and support throughout the duration of the partnership
- Posts on The Scarborough Fair social media channels – launch day, mentions during and thank you post at the close
- Official pre-event marketing and dedicated promotion on The Scarborough Fair website - Community Programme page and relevant Community Programme marketing
- Media activity - mentioned in Community Programme PR and inclusion in an agreed 'boiler plate'
- Logo inside the relevant event/festival brochure on the partners' page
- Suitable promotional space within event/festival area (approx. 3m x 3m)
- Provision of The Scarborough Fair Community Programme Partner logo to use within your marketing
- 4x passes to VIP area/preview events
- Official Community Programme Partner of all VIP events associated with The Scarborough Fair
- Prioritised access to our Group booking specialist, offering assistance in securing accommodation for the event/festival
- Prioritised direct access to the events management and marketing team
- Proactive support of your campaigns/engagement activities through The Scarborough Fair channels
- Exclusive discounts/experiences for your staff/guests
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Prioritised pre-sale access for ticketed events
- Opportunity to attend networking events
- Opportunity to be associated with an award at our awards event



Community Programme Partners values – excluding VAT

Per individual festival

£2,000

1 year package

5% discount for supporting 5 festivals

£1,900 per festival

2 year package

10% discount for supporting 10 festivals

£1,710 per festival

3 year package

20% discount for supporting 15 festivals

£1,520 per festival

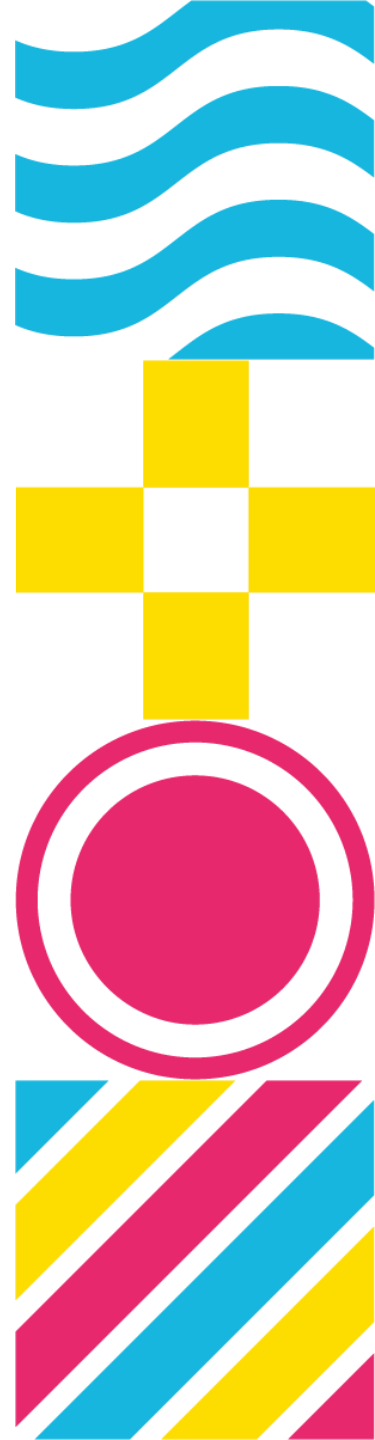
All financial support via this partnership will go directly to The Scarborough Fair Community Programme.



Official Supporter opportunities

The Official Supporter Partnership is a great way to show your support for the festivals.

- Joint launch/welcome post with other official supporters on The Scarborough Fair social media channels
- Clickable logo on the Support Us page of The Scarborough Fair website
- Logo inside the relevant event/festival brochure on the partners' page
- Provision of The Scarborough Fair Official Supporter logo to use within your marketing
- 2x passes to VIP area/preview events
- Prioritised access to our Group booking specialist, offering assistance in securing accommodation for the event/festival
- Prioritised direct access to the events management and marketing team
- Proactive support of your campaigns/engagement activities through The Scarborough Fair channels
- Exclusive discounts/experiences for your staff/guests
- Volunteer opportunities within The Scarborough Fair programme of events/festivals
- Prioritised pre-sale access for ticketed events
- Opportunity to attend networking events
- Opportunity to be associated with an award at our awards event



Official Supporters values – excluding VAT

Per individual festival

£1,000

1 year package

5% discount for supporting 5 festivals

£950 per festival

2 year package

10% discount for supporting 10 festivals

£855 per festival

3 year package

20% discount for supporting 15 festivals

£760 per festival



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.

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

Bespoke and official partnerships

Bespoke partnership

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

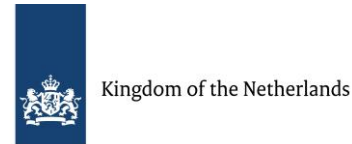
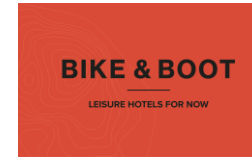
Official partnership

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



Previous partners





A few words from our international partners...

“Three impressive installations by artists from the Netherlands were included in Scarborough Lights 2023. For a whole month, audiences in Yorkshire had the opportunity to see these beautiful works by Vendel en de Wolf, Beeldjutters and Jurjen Alkema. The festival was a wonderful opportunity for Dutch artists to reach new audiences in the North of England.”

**Astrid de Vries,
Cultural Attaché at the Embassy of the Netherlands in
the UK**

“The Delegation of Flanders to the UK (Embassy of Belgium) was happy to support a Flemish artist participating in The Scarborough Lights Festival 2023. For us, this was a great opportunity to connect with the people of the town of Scarborough and the county of North Yorkshire. It was a pleasure to see how the local community gathered around light art installations from Flanders, presented in a landmark monument in Scarborough.”

**Jeroen Deckmyn,
Deputy Representative of Flanders to the UK**

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**

A few words from our education partner...

"We were delighted to support the Scarborough Lights event. As a college, we value the importance of being able to support events such as this in order to showcase our town and its heritage. We appreciate the opportunity to generate links with local businesses, residents and local community organisations."

Louise Leadley,
Programme Leader for Catering and Hospitality at
Scarborough TEC

A few words from our local small business partner...

"Being a local business, collaborating with Scarborough Lights presented an excellent opportunity for us. It allowed us to introduce our products to a fresh audience and make exciting new connections within our community."

Sharon Hudson,
Founder of ZO Tea Ltd



Thank you

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

Call: 01723 384 421

Email: Peter.Grundon@northyorks.gov.uk

Website: <https://scarboroughfair.uk/>

   @thescarbfair

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