

Sponsorship  
Opportunities from

£100



M Festival  
Sponsorship  
Pack 2027



# Opportunity Summary



| SPONSORSHIP ITEM                     | COST   | PAGE |
|--------------------------------------|--------|------|
| FESTIVAL WRISTBANDS                  | £1,250 | 5    |
| MARKETING FLYERS & ADVERTISING       | £300   | 6    |
| HEADLINE WEBSITE SPONSOR             | £500   | 6    |
| EMAIL MARKETING SPONSOR              | £350   | 8    |
| SOCIAL MEDIA SPONSOR (x5 AVAILABLE)* | £100   | 8    |
| TICKET / ENTRANCE GATE               | £350   | 9    |
| FOOD COURT SPONSOR                   | £300   | 9    |
| SILENT DISCO OR BAR TENT             | £300   | 11   |
| FESTIVAL TENT                        | £200   | 11   |
| CREW / CLEANER T-SHIRTS              | £500   | 13   |
| WATLING STREET MAIN BANNER           | £750   | 15   |
| REUSABLE PLASTIC GLASSES (PINT)      | £750   | 16   |
| REUSABLE PLASTIC GLASSES (H/PINT)    | £750   | 16   |
| HOW TO GET INVOLVED                  |        | 19   |

# Welcome to M Festival!

M Festival takes place in St Albans hosted at The Marlborough Science Academy on Saturday 3<sup>rd</sup> July 2027. Created and managed by a small and dedicated team of people, our festival raises money for the students of the school it is hosted at to buy new equipment such as computers, sports kits, science equipment and musical instruments.

We started 17 years ago now and the time has flown by! We continue to grow year on year and M Festival now attracts over 3000 people annually. We are recognised locally as a fantastic community event and are often compared to being just like a “mini-Glastonbury”!

We cannot wait to do this all again for 2027 and are continually looking at ways to build and improve the festival.

In every area our festival is showing rapid growth. You’ve probably seen our website, and the statistics show a great rise in traffic over the years and we saw over 5000 people visit our website last year prior to the festival.

## We need you!

Our amazing team are already well-underway with the planning of our 2027 festival which once again we aim to make bigger and better than ever before, especially after our ‘fallow’ year in 2026, we know lots of people are eagerly anticipating the festival return.

Without the kindness of local businesses, our event just would not be possible and we could not have raised over **£150,000** to date since M Festival began. Please read on and take a look at this year’s sponsorship opportunities. Not only will you be supporting a great local community event where all monies raised go back into a good cause, but it’s also a unique and effective way to promote your business.

# Festival Wristbands



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3500 x  
wristbands

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Sponsor our wristbands that are worn by all guests, crew and performers at our festival. These wristbands are securely worn and are usually kept as mementos by festival-goers. It’s a great way of getting everyone attending MFestival to see your company name!

- ✓ Your company logo printed on all 3500 wristbands
- ✓ Inclusion in our website sponsors page listings
- ✓ 6 x free festival entry tickets

# Marketing Opportunities

## Promotional Flyers & Advertising

£300



We will be distributing over 7,500 flyers to homes in the local area and many more to local schools and businesses. We also have a planned advertising programme in many local publications and would love to feature your logo too.

- ✓ Flyers printed & distributed by us featuring your company logo
- ✓ Advert created & placed by us featuring your company logo

## Headline Website Sponsor

£500



Headline sponsor of the MFestival.co.uk website, this sees huge traffic once tickets are on sale until after the event itself. Your logo would be front and centre on the homepage of the website.

- ✓ Company logo placed at the top of the MFestival website
- ✓ A hyperlink to your website
- ✓ Further inclusion in our website sponsors page listings

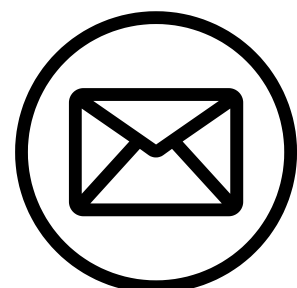


# Marketing contd.

## NEW for 2027!

### Email Marketing

£350

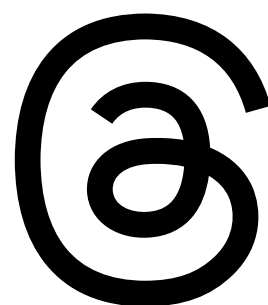


Ahead of tickets going on sale in March 2027 until the days after the festival itself, we will have a series of emails going out to our database of over 2000 self-registered email addresses. Your logo and link to your website as sponsor would be included on all of these messages. We guarantee to send a minimum of 6 messages to the entire database between March & July 2027.

- ✓ Company logo & hyperlink within email messages
- ✓ Inclusion in our website sponsors page listings

### Add On: Social Media

£100  
each



NEW for 2027!

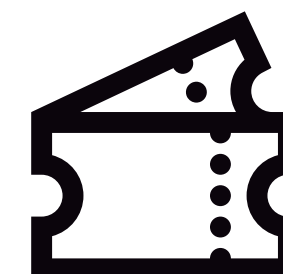
Any sponsor investing £350 or more with us, has the option to add on sponsorship of our social media posts on both our Instagram and Facebook platforms for a specific month. Choose from March, April or May. Then two week sponsorship between June 1-14 and June 15-30

- ✓ Company logo & @ mention on all social media posts in the chosen timeframe
- ✓ Inclusion in our website sponsors page listings

# Entrance / Ticket Gate

### The start to a great day out!

£350



Our ticket gate is where the festival experience starts for our guests. With all 3500 people passing through it, this is great sponsorship opportunity location. We will place your company logo on a pull-up banner at the gate for all to see.

- ✓ Company logo placed on pricing banner at ticket gate
- ✓ Inclusion in our website sponsors page listings

## NEW for 2027 Food Court

### A Taste Sensation

£300



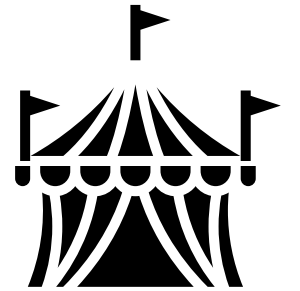
We are changing the layout of the festival for 2027 and creating one incredible food zone, where all the delicious aromas will have you stuck for choice. The entrance and exit points to this area will have your branding prominently displayed.

- ✓ You supply 2 banners of 1m x 3m to be displayed
- ✓ Inclusion in our website sponsors page listings



# Festival Tents

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Silent Disco Tent

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Bar Tent

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Festival Tent

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**Price for all 3**



You supply a banner up to 3m x1m

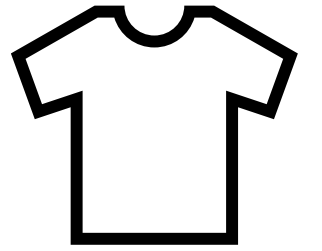


Inclusion in our website sponsors page listings



# Festival T-Shirts

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## Crew & Cleaner T-Shirts

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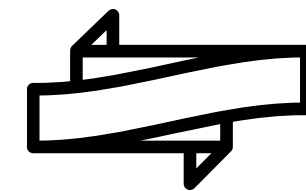


Worn by our teams throughout the festival weekend and also during promotional activities prior to the festival, we can place your company logo on the back of these white t-shirts in full-colour.

- ✓ Company logo printed across the back of all t-shirts
- ✓ Inclusion in our website sponsors page listings



# Banner Sponsorship



## Watling Street

4.5m x 1.2m PVC banner

£750

This prime location banner is positioned on Watling Street at the front of the school from April up until the festival. It is passed by hundreds of road users every hour and is a great marketing opportunity for any local business!

- ✓ Company logo printed on the corner of the banner
- ✓ Inclusion in our website sponsors page listings



# Reusable Plastic Glasses



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Pint Glass x 500

£750

Half-Pint x 500

£750

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We are committed to minimising waste at our festival and for the past couple of years have introduced plastic reusable cups for our bar. If people do not already have one, then they will need to purchase a cup along with their drinks and in years to come people will hopefully still be drinking from your sponsored glass! Price is per 500.

- ✓ Your company name / logo printed in 1 colour on the reusable cups our guests will be drinking from on the day.
- ✓ Inclusion in our website sponsors page listings





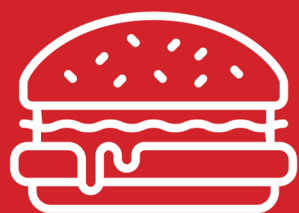
# How to sponsor

So if you're up for playing a key part in our 2027 M Festival then there are a few key things we need from you to get the ball rolling.....

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- ✓ Your full name
  - ✓ Your email address
  - ✓ Your phone number
  - ✓ Sponsoring company name
  - ✓ High resolution logo
  - ✓ Company contact details
  - ✓ Company website
  - ✓ Payment method
- 

## Next steps

To become a sponsor or if you have any questions, please contact **Karen Francis** on **07976807967** or email us on **info@mfestival.co.uk**



Thank You!

Registered charity: 1027372

[www.mfestival.co.uk](http://www.mfestival.co.uk)

[info@mfestival.co.uk](mailto:info@mfestival.co.uk)