



# BRISTOL INTERNATIONAL FESTIVAL OF KITES & AIR CREATIONS

ASHTON COURT ESTATE, BRISTOL  
30<sup>th</sup> & 31<sup>st</sup> August 2008

## CHILDREN'S WORKSHOP PROPOSAL

### Why Bristol International Kite Festival?

The Bristol International Festival of Kites and Air Creations is one of the UK's most colourful and distinctive events, and will be celebrating its 23<sup>rd</sup> birthday on 30 and 31 August 2008.

Visitors of all ages will be treated to an action packed aerial extravaganza featuring spectacular flying displays, kite fighting battles, breathtaking synchronised routines flown to music and awesome power kites as well as colourful ground-based inflatables and air sculptures of all shapes and sizes.

The Festival receives a large amount of local, regional and national press both leading up to and during the Festival weekend. It often provides the backdrop for regional television weather reports, as well as being highlighted in national broadsheets and magazines as a 'best festival for families'.

### Festival visitors:

The Festival averages approximately 30,000-40,000 visitors over its two days. Festival visitors are primarily A/Bs, particularly families with children who actively seek out festivals, events and days out that the family can enjoy together. The majority are from the Greater Bristol area and the South West, the Midlands and Wales, although many travel from London, the South East and the rest of the UK.

The relaxed atmosphere is one of the Festival's most positive aspects, and limited corporate presence ensures that visitors don't feel overwhelmed or bombarded by advertising. Therefore, they are far more open to interaction and discussion with on-site providers. This year the Festival is again supporting 'Wallace and Gromit's Grand Appeal' to raise money for Bristol Children's Hospital. All children's activities are welcome to link into the Appeal as appropriate.

### Sponsorship of Children's Workshops:

- ❖ At least 1500 branded kites to be made by children at workshops in main Festival marquee, to be flown in public flying areas and taken home. Workshops are staffed by volunteers from Avon Kite Flyers, who also provide the kite string and spars. (Note: Branded kite sails can be provided at additional cost, or sponsor can provide; plastic bags are ideal)
- ❖ On-site presence: space for stall (staffed or static) in Festival's main marquee for face to face interaction with visitors and/or to hand out leaflets. Additional outside space available for discussion.
- ❖ On-site branding: kite and/or banner to be flown/displayed as appropriate throughout the weekend.
- ❖ On-site audio: mentions over the PA throughout the weekend (text to be approved)
- ❖ Website: logo, information and link, with possible advertised benefits to Festival website visitors
- ❖ Media and press: special press release about the workshops, as well as inclusion in general Festival media activities, including invitation to attend the main photo/press call on 28 August.
- ❖ Logo and mention in Festival programme

### COST: £3,000

The Festival will also offer its Children's Workshop sponsor special deals on additional sponsorship opportunities, including the People's Choice Award. All options and ideas are open to discussion.

### For further information please contact:

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