

BRISTOL INTERNATIONAL FESTIVAL OF KITES & AIR CREATIONS

ASHTON COURT ESTATE, BRISTOL
30 & 31 August 2008

INTRODUCTION

Celebrating its 22nd Festival in 2008, the Bristol International Festival of Kites and Air Creations is one of the most popular dates on the international kite circuit and a distinctive feature within the region's public events programme. Held in the extensive grounds of Ashton Court Estate, just outside the city, the Festival attracts in excess of 40,000 spectators and receives significant regional and national press and media coverage. The event attracts participants and spectators from all over the UK as well as growing numbers from overseas. In recent years the Festival has broadened its scope to include a showcase for air inflatables and air sculptures providing extra attractions for spectators whatever the weather. This year the Festival's is proud to once again support **'Wallace and Gromit's Grand Appeal'**, to raise money for the Oncology Units at Bristol Children's Hospital.



MARKETING POTENTIAL



The Festival offers a cost effective, attractive and highly original way of both promoting your company's profile or product regionally and nationally, and of reaching an influential target audience.

There is a range of sponsorship packages on offer from £1,500 for individual attractions or elements of the programme through to headline sponsorship of c £20,000. Over the years, the Festival has attracted a number of commercial sponsors, including Demon Internet, Kirrin Beer, Linden Homes, Shloer and Ritter Sport Chocolate.

The event is well-established and run by an experienced communications & event team who will work closely with sponsors and exhibitors to realise their aims and objectives and maximise publicity.

Informal marketing feedback from previous years has shown that visitors include a high ratio of A/Bs spanning both young upwardly mobile professionals as well as families. The Festival offers a perfect opportunity to interface directly with this influential audience either to raise awareness of a new brand, product or company name, to gauge customer reaction to a product or service or to reinforce an existing one.

As the other exhibitors/traders are either kite-related or select food and drink concessions, any major sponsor can be sure of making a significant visual impact through display of their name/logo on site and on printed festival material. Sponsors will not be subject to logo overload or find themselves vying for position in a sea of corporate brands.



PUBLICITY

The organising team includes the services of Bristol-based pr and event management company ABC Consultancy, who have been involved with the event since the start.

As the festival is a highly visual and entertaining spectacle it attracts significant coverage in both local and national press and media. The festival also has its own website and is listed in major events diaries, tourist information directories and festival guides.

At previous Festivals there were film crews from both CBBC Exchange and BBC's Newsround. In 2006 the festival was previewed on BBC 2 and Sky TV and was featured every half hour in the weather slot for three hours live on national BBC Breakfast TV the day before the event. The Festival is part of Bristol City Council's annual programme of major public events and receives promotional backing and support. The event has also joined Destination Bristol, part of South West Tourism, which acts as a major promoter of events and activities regionally, nationally and internationally.



News releases and media opportunities are distributed to over 500 magazines, publications and journalists across a broad spectrum covering consumer and lifestyle, arts, sport, education, children, travel and tourism as well as regional and national radio and television. Trade/specialist press relevant to exhibitors/traders and sponsors can also be targeted. This has resulted in the Festival being listed as one of the top family and 'unusual' events in the UK.

The organisers hold a press and media preview on the Thursday before the festival weekend to attract pre-event coverage. In 2007 this was attended by crews from ITV West and BBC TV West, as well as BBC Radio Bristol & GWR FM and the Bristol Evening Post.

Increasingly the event has been featured online including national event listings and coverage on BBC on-line.

The Festival has two local media partners: **The Bristol Evening Post** and **GWR FM**



- ❖ **The Bristol Evening Post** gives the event strong editorial support. This includes pre-event news coverage and features in the Post, Seven Magazine, 24/7 Listings Magazine and the Bristol Observer. In 2007 in addition to news stories coverage included 12 pages of pre-event editorial in the weekend Seven Magazine and a further 4 pages in the paper during the festival weekend.
- ❖ **GWR FM radio** provides significant on-air coverage and promotion; including regular presenter mentions, live links to the Festival and pre event attendance by the Black Thunder promotions team at photo calls and previews. Also includes on-line information and in 2007 an on-line competition. Sponsors have the opportunity to piggy-back on air time promotions.

ON LINE

Website: www.kite-festival.org.uk

During the year there are normally about 550 visits a week to the festival web site. In the week leading up and including the 2007 festival weekend, this rose over to almost 8,000 visits. The typical visitor spent an average of 5.2 minutes looking at the web site. As a comparison between 2006 and 2007 during the same 7 day period, there was a 29% increase in the number of visits to the web site up from 6,142 in 2006 to 7,935 in 2007.



WHAT OTHER PEOPLE SAY...

Peter Lynn, Kite Designer and Flyer, New Zealand: Bristol is my first pick of the UK Festivals, year after year, for just one very good reason; Avril Baker and her team, and the quality of organisation and the wonderful experience that they provide for flyers and guests.

Matt Stead, Visitor: I'd like to thank you for possibly the best festival I have been to this year, the atmosphere and organisation was fantastic.

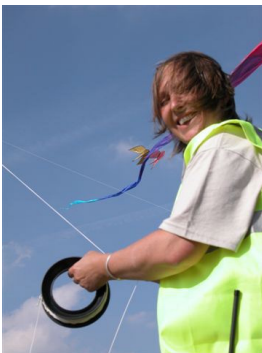
James Robertshaw, Kite Flyer: Just wanted to say thank you for everything over the weekend and congratulations on another superb Bristol, we all had a brilliant time and look forward to the next one! It feels like two days is just too short!

Pauline Taylor, Infinite Arts, Sunderland: Your festival was great. It's a lovely site with the view over the city. The crowd was fantastic - very friendly. Quite a few people came over and said that they were inspired to go home and make their own kites having been there.

Andrew Phelps, chair of Sport Team & Competitive Kiting, UK: We had a very good day and everybody seemed to enjoy themselves. The festival seemed to running like clockwork. You and your team have done an outstanding job again.

Prashanth, Team Mangalore, India: It was a great festival. We have enjoyed every bit of it. The crowd, the event management, the hospitality and the warmth of personal attention was simply great. We just can't thank you enough!

Councillor Helen Holland, Bristol City Council: I just wanted to say that I went up for the first time for several years, since my children were small, and had a lovely day. I am sure that you must have regarded this year's festival as a great success. My view is that the programme of festivals, especially the "home grown" ones in Bristol, like the Kite Festival, all do great good in promoting the city both to ourselves and to people outside.



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