

2017 Brighton Digital Festival - ByteSize Sponsorship Pack

What is Brighton Digital Festival?

BDF is an annual month-long celebration of the creativity that makes Brighton unique, its innovative digital economy and top-level arts scene. We are the fastest growing digital festival in the UK, with an audience of more than 60,000 in 2016 for 190+ events and a far reaching reputation.

The festival is a platform that supports and encourages people across the city to experience and explore digital technology and culture.

BDF is a Community Interest Company, run by the community for the community. We receive some funding from Arts Council England but rely on our sponsors to ensure that the festival remains free for grassroots organisers to deliver great events for all. This is what makes the festival so diverse and exciting, truly reflecting the creativity and innovation that underpins Brighton & Hove's unique culture.

Why sponsor?

- Raise your profile across the city and beyond and help yourself recruit new talent or new clients
- Access and connect to new ideas and new people doing things in new ways
- Connect to new networks with key organisations within the city - the festival holds a unique position in the city as an entity that sits between the digital economy, arts and culture, the City Council, the Arts Council and both universities. It can connect their agendas and strategies and provide rich networks that you can tap into through introductions, knowledge sharing and opportunities to be in the same room.

We're proud to have attracted sponsorship from both multinational companies like EDF Energy, Vodafone UK and American Express and smaller local businesses - all with tailored packages to meet their different partnership objectives.

Whilst higher tier funding for 2017 has been secured from our Premier sponsor EDF Energy, it's crucial that we receive further sponsorship through smaller scale opportunities - which we're calling ByteSize. We're also introducing the even smaller NanoByte opportunity. These sponsorships will go a long way to supporting the festival's grass roots elements that make it so unique and exciting.

The following testimonial comes from Vicky King at Plus Accounting, a ByteSize sponsor of the BDF opening party drinks in 2016.

It was our first year sponsoring Brighton Digital Festival month and we found being part of such a diverse and innovative festival to be great for our business profile, a chance for our team to learn from and meet new companies and a perfect way to solidify ourselves in the digital community – it is a sector that really interests us as a firm and we can't wait to be involved again in 2017!

As a ByteSize sponsor you will be providing much needed, exclusive support for a particular event or activity. Ranging in value between £2k - £5k, the following activities are a selection of those available for your sponsorship:

Brief description of possible sponsorship opportunities

Grassroots fund - the grassroots funding is available to people that are keen to put on an event and have great ideas but don't necessarily have the funding to make it happen. We're particularly interested in events that engage groups that might not normally get involved with the festival. [Number of available sponsorships - 5](#)

Documentary photography - each year we need documentary photography of events in the festival - sponsoring this would mean, in addition to the benefits listed below, your company logo would be listed as sponsor on our official Flickr page and you would be credited alongside the photographer everywhere the image is used. [Number of available sponsorships - 1](#)

Documentary video - for 2017 we want to make a film that highlights either some aspect of the festival or gives an overview. In addition to the benefits below - your company name and logo would appear in the credits of the film, which will be located on our website and on YouTube. [Number of available sponsorships - 1](#)

Mobile maker lab - we are partnering with Exploring Senses to create a maker lab in a van that will tour to outlying areas of the city - giving young people access to creativity through the use of 3D printers and pens, conductive ink and other fun things. [Number of available sponsorships - 2](#)

Little Green Pig - we're teaming up with LGP who run writing workshops for groups of young people across the city to develop some digital festival specific workshops. [Number of available sponsorships - 2](#)

Skateboard design project - Once again this will be a collaboration with Exploring Senses - engaging young skaters with digital design - and leading to an exhibition possibly at the Jubilee Library. [Number of available sponsorships - 1](#)

Umbrellium - we're partnering with architecture and design agency Umbrellium to create a large-scale outdoor participation project in one of the Brighton's open spaces - developed by a community in the city. This will be a high profile event for the city and beyond. [Number of available sponsorships - 2](#)

Building Better Bots - we're working with Abilitynet, to create a series of events around the development of bots, how could they work for disabled people, how they respond to cultural difference and more. [Number of available sponsorships - 1](#)

Closing party drinks - basically what it says, sponsor the bar for the festival closing party. [Number of available sponsorships - 1.](#)

ByteSize Benefits	£2k *Grassroots project *Mobile Maker Lab *Closing party drinks *Little Green Pig	£3k *Documentary photography *Skateboard project	£5k *Documentary video *Umbrellium *Building Better Bots
Logo on printed material ie posters, banners	-	-	✓
Listed as sponsor in printed programme	-	✓	✓
Acknowledged on relevant press releases	✓	✓	✓
Logo + link on website	✓	✓	✓
Social media	✓	✓	✓
BDF newsletter	✓	✓	✓
Listed as sponsor on event specific collateral	✓	✓	✓

We're always open to discussion about other opportunities so if none of these seem exactly right for you, then let's see if we can work something else out. We're also open to new ideas and can work with you to create a bespoke package that delivers the benefits you most care about.

NanoBytes

Another way to support our activity on an even smaller scale is as a NanoBytes sponsor. Designed with smaller businesses in mind, this sponsorship goes towards providing general support and helps to ensure the smooth-running of the essential activities that make the festival happen. For £500 you will receive the benefits of having your company logo listed as a supporter on our website and receive an individual shout out across our social media platforms

If you'd like further info, on demographics for example, please don't hesitate to get in touch.

Contact: Laurence Hill

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The earlier we receive sponsorship, the earlier we can start to make the events happen so we're trying to get them all wrapped up by end April.