



YOUR BRAND, OUR FESTIVAL

The South West's biggest celebration of art, culture, people and place

AMPLIFY YOUR BRAND AT THE SOUTH WEST'S BIGGEST ARTS FESTIVAL

Arts by the Sea transforms Bournemouth into a vibrant cultural hub, attracting over 120,000 visitors and generating a £3M economic impact. As it enters its 15th edition from Friday 26 – Sunday 28 September 2025, the festival will once again showcase an extraordinary mix of large-scale spectacles, live performances, interactive installations, music, dance, theatre and storytelling – all for free, in some of the most beautiful outdoor spaces across Bournemouth.





THEME: WE ARE HERE

The 2025 theme, WE ARE HERE, is a bold declaration of belonging and identity, celebrating the diverse communities and artistic talent that define the region.

For brands, this festival is more than an event – it is a dynamic platform to engage audiences, boost visibility and align with a nationally celebrated celebration of arts, culture and community.

WHY PARTNER WITH ARTS BY THE SEA?

JOIN A CELEBRATED AND AWARD-WINNING FESTIVAL

- Winner of Gold in the Dorset Tourism Awards (2022, 2023)
- Winner of Gold in the South West Tourism Excellence Awards (2022)
- Nationally recognised, with press coverage from BBC, Sky Arts, The Guardian, ITV News

ENGAGE A DIVERSE AND LOYAL AUDIENCE

- 120,000+ festival visitors
- 82% attend with friends and family, 66% bring children under 16
- 70% local (BCP area), 14% from across the UK and overseas
- According to our community survey responses, 14% of visitors have a disability, 19% identify as neurodivergent





WHY PARTNER WITH ARTS BY THE SEA?

MAXIMISE YOUR BRAND EXPOSURE

- 490.7M media reach and £8.3M Advertising Value Equivalent
- 2.1M social media reach
- Extensive branding opportunities across festival zones, media, digital platforms and more

SUPPORT SUSTAINABILITY AND SOCIAL IMPACT

- Champion environmental responsibility through the festival's Green Hub
- Engage with community outreach initiatives in underserved areas
- Promote inclusivity and accessibility at one of the UK's most welcoming festivals



HEADLINE SPONSOR

£50,000

- Exclusive branding across all festival marketing, including website, social media, signage, merchandise and press releases
- High-profile brand integration across key festival touchpoints
- Onsite experiential activations and VIP hospitality opportunities
- Comprehensive PR and social media campaign highlighting your partnership
- Access to premium data insights and audience engagement statistics

 Arts by the Sea
Festival

SPONSORSHIP OPPORTUNITIES

Arts By The Sea, presented by your brand



AREA SPONSOR

£20,000

Connect your brand with a key festival zone and engage thousands of festival-goers in a high-impact setting.

As an Area Sponsor, your brand will be at the heart of Arts by the Sea, integrated into one of our distinct festival zones, each designed to captivate and inspire audiences.

SPONSORSHIP OPPORTUNITIES

Stand out where art, culture and community meet

AVAILABLE ZONES:

Town Hall – The Spectacle Hub

A focal point for awe-inspiring performances, this space showcases a mix of large-scale artistry, blending different creative disciplines into an immersive experience.

The Square

A vibrant area featuring a variety of dynamic performances. Expect bold, high-energy shows that captivate audiences throughout the festival.

Green Hub / Community Zone

A welcoming space focused on creativity, sustainability and community engagement. Activities here highlight eco-conscious initiatives and interactive experiences.

Lower Gardens

An exciting hub filled with artistic installations and performances. Visitors can explore a range of visual and interactive pieces woven into the town's natural surroundings.

The Bandstand

A lively space where music takes centre stage. From emerging talent to established acts, this area will host a diverse mix of performances.

Pier Approach

A celebration of movement and performance in a stunning coastal setting. Expect a mix of entertainment and participatory moments with the sea as a backdrop.

AREA SPONSOR

£20,000

SPONSORSHIP BENEFITS:

- Branding on signage, maps and marketing materials
- Onsite brand activations and audience engagement opportunities
- Dedicated social media & PR campaign
- Recognition in pre-event and post-event communications

Align your brand with one of these iconic festival spaces and make a lasting impact at Arts by the Sea 2025.

SPONSORSHIP OPPORTUNITIES

Tap into your target audience



COMMUNITY & TALENT PARTNER

£10,000

Support local engagement programmes that bring the arts into underserved communities, including:

- School workshops and community projects
- Talent development initiatives supporting the Associate Artist and Artist in Residence Programmes
- Support our dedicated volunteers who help bring the festival to life
- Inclusion in community-focused PR and branding opportunities

What School Children Say:

“I learned that teamwork is important and it’s fun to be creative”
– Year 4 student

“I loved how we got to base it on whatever we wanted. It was the best workshop”
– Year 6 student

“I enjoyed that we got the freedom to make our own art piece about courage, love and hope”
– Year 5 student

“It was amazing I had an excellent day, thank you for bringing me here :)”
– Year 5 student

SPONSORSHIP OPPORTUNITIES

Connect with community & diversity while maximising brand visibility



HEADLINE SHOW SPONSOR

£8,000

Put your brand centre stage – and centre sky – by sponsoring the festival's signature aerial crane show from Cirque Bijou, creators of spectacular theatrical shows with circus at their heart.

Cirque Bijou will present an evolved version of Do Your Thing – a joyful 15-minute performance featuring a flying piano, live music, singing, acrobatics, hat juggling and breathtaking aerial feats. First created for NOVUM Festival 2024, this reimagined version will premiere at Arts by the Sea, blending show-stopping visuals with local participation.

Cirque Bijou's motto is "We make shows" – this is your chance to make one with us.



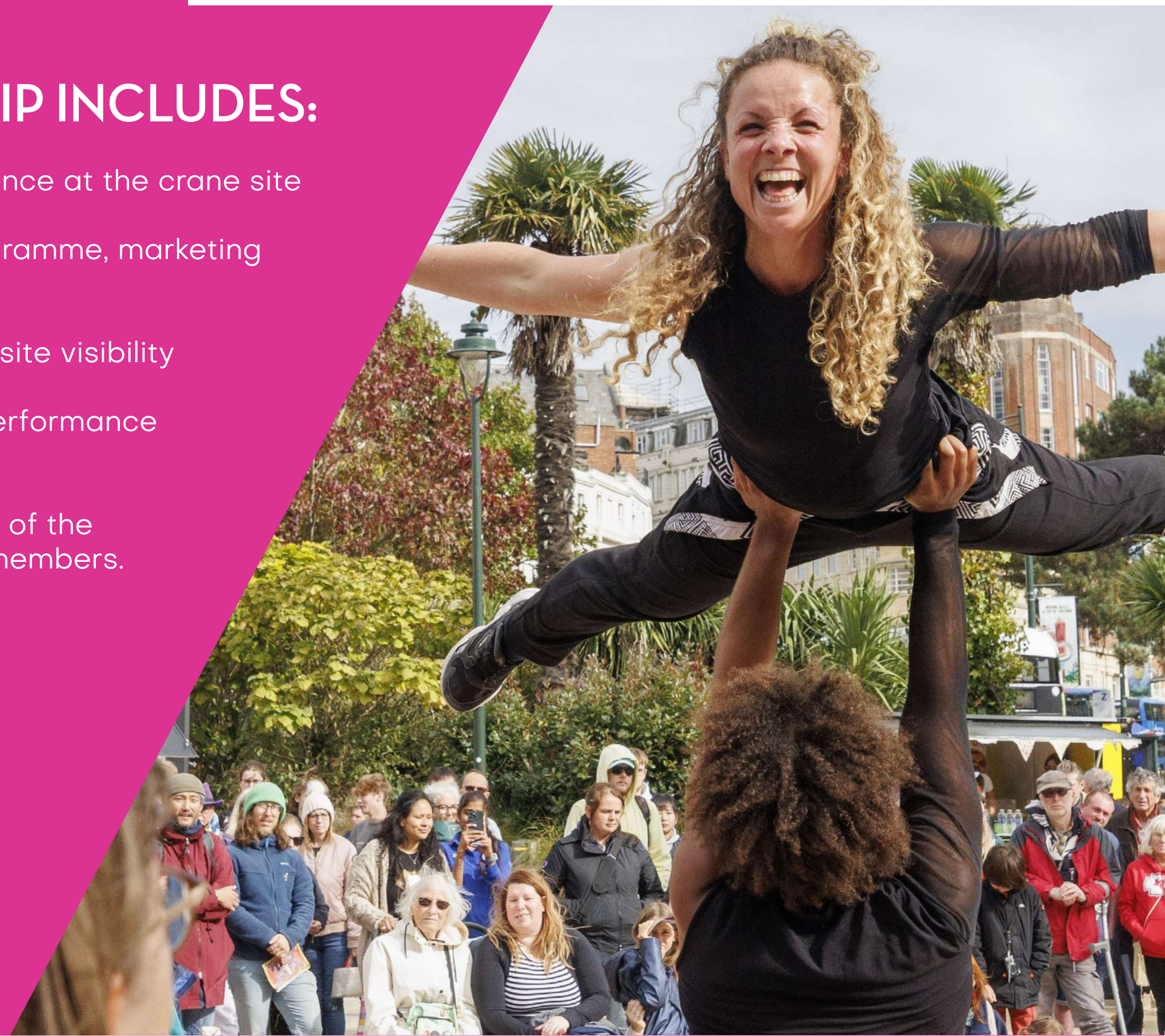
SPONSORSHIP OPPORTUNITIES

Align your brand with the festival's biggest moment

SPONSORSHIP INCLUDES:

- On-site brand presence at the crane site
- Logo in festival programme, marketing & press
- Social media & website visibility
- VIP access to the performance

Make your brand part of the moment everyone remembers.



ONSITE ACTIVATION FROM £5,000

TRANSFORM AUDIENCES INTO BRAND AMBASSADORS WITH DIRECT ENGAGEMENT OPPORTUNITIES

- 3m x 3m or larger branded activation space in high-footfall areas
- Product sampling, interactive experiences and data capture opportunities
- Social media promotion and inclusion in festival website
- Access to dedicated sponsorship support team

SPONSORSHIP OPPORTUNITIES

Activate your brand at Arts By The Sea



ADVERTISE IN THE FESTIVAL PROGRAMME

CONNECT WITH 120,000+
FESTIVAL-GOERS IN A
JOYFUL, COMMUNITY-
FIRST SETTING.

As Dorset's largest free arts and culture festival, we'd love to offer you the opportunity to amplify your message in our widely distributed printed programme – a keepsake that audiences return to throughout the festival weekend.

ADVERTISING OPTIONS:

£500 – Full-page ad in the Arts by the Sea
2025 festival programme

£1,000 – Premium visibility package:

- Full-page programme ad
- Two dedicated social media posts
- Inclusion in a festival newsletter and press release



WORLD KIOSK NEWSPAPER SPONSOR £1500 FOR 1500 COPIES

SPONSOR THE WORLD KIOSK'S SPECIAL EDITION NEWSPAPER

- 1500 copies printed and distributed at Arts by the Sea installation location
- Feature in a unique publication alongside stories about place and identity from the World Kiosk installation

About World Kiosk

World Kiosk is an intimate, outdoor sound and light installation created by award-winning artist David Shearing and the collective Variable Matter. Disguised as a familiar street kiosk, this travelling artwork invites audiences to share tea, listen to life stories, and reflect on identity, place and connection. It turns everyday spaces into magical meeting points – where community, empathy and conversation collide.

As part of the experience, audiences receive a special edition World Kiosk newspaper, filled with local stories, reflections and voices gathered on-site. This publication is a meaningful takeaway and an ongoing part of the dialogue.

SPONSORSHIP OPPORTUNITIES

Bring your brand into the heart of a powerful, people-first experience

Why sponsor?

- Local impact: Reach festival-goers and the wider community
- Exclusive exposure: Align your brand with a socially inclusive, thought-provoking project
- Lasting connection: Attendees keep the newspaper as a memento

Sponsorship includes:

- Logo placement on the front page and throughout the newspaper
- Recognition in event materials and at the Kiosk



MEDIA REACH AND MARKETING VALUE

UNMISSABLE EXPOSURE FOR YOUR BRAND

PRESS COVERAGE

- Featured in BBC South, Sky Arts, The Guardian, ITV News alongside hundreds of other national and regional publications
- 239 pieces of media coverage in 2024
- Total media reach of 490.7M
- 2.1M social reach across platforms

FESTIVAL FOOTFALL AND AUDIENCE ENGAGEMENT

- 120,000+ visitors
- Average visitor spending of £25 per person, with a £3M economic impact on local businesses



A FESTIVAL WITH A PURPOSE

INCLUSIVITY AND ACCESSIBILITY

- According to our community survey responses, 14% of our audience has a disability; 19% identify as neurodivergent
- Quiet spaces, sensory-friendly programming and accessible venues
- Diverse programme representing artists of all backgrounds

SUSTAINABILITY COMMITMENT

- Green Hub promoting Reuse, Reflect, Sustainable Travel
- Collaboration with local environmental organisations and sustainable artists
- Zero single-use plastics and eco-friendly festival policies

COMMUNITY OUTREACH

- 2,499 children engaged in school and library workshops
- Community Days in underserved areas, reaching 500+ attendees
- Talent development initiatives supporting emerging artists and local creatives



WHAT OUR AUDIENCE SAYS

“It’s the best event of the year, unmissable!”

“A fantastic event for all ages, I hope this continues for many years to come”

“I loved the art, creativity is key”





LET'S WORK TOGETHER

...AND GET PEOPLE TALKING ABOUT YOUR BRAND

We would love to explore how a partnership with Your Brand can bring value to both your business and our audience.

For more information, please contact natalie@weareplaster.com or 07747 280002.

Join us in shaping the future of arts, culture and community in Bournemouth, Christchurch & Poole.

Thank you, we look forward to hearing from you.