



Windsor Festival

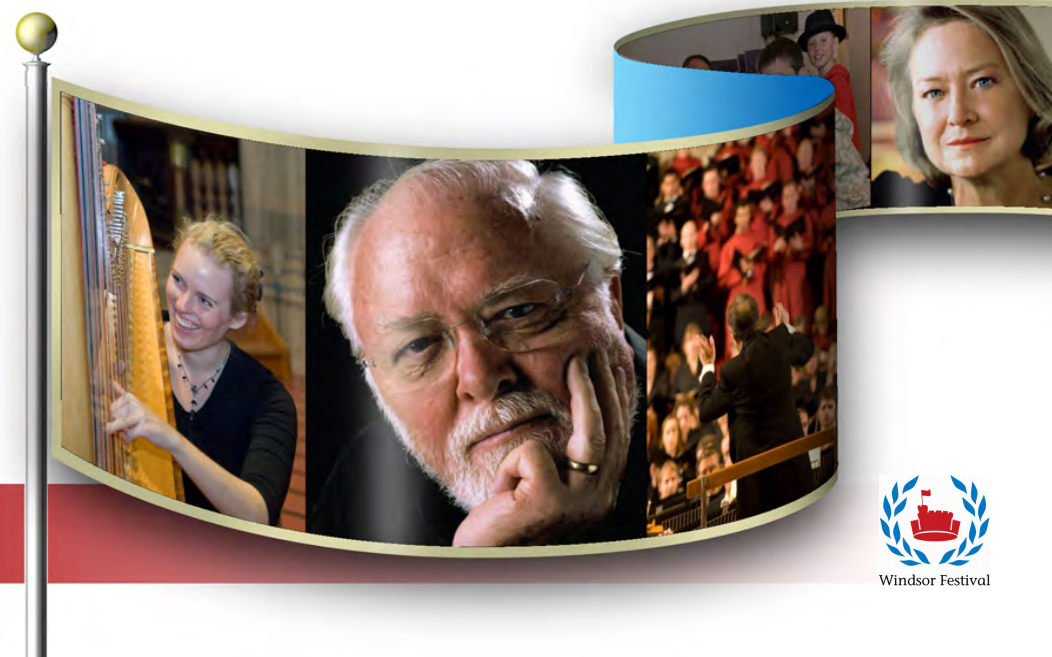
Sponsorship Opportunities 2010-2013



An extraordinary opportunity...

- ▶ To promote your business and brand whilst delivering a new experience of music and arts to your local community
- ▶ The Windsor Festival is a series of magical events that brings people together to share experiences as wide ranging as orchestral performances and recitals to literary events, walks, tours and family events
- ▶ Be as inspired by our programme as we have been organising it

Delivering a unique experience



“Our vision is to promote a high quality and varied festival for the cultural and commercial benefit of our Festival Partners and community”

Windsor Festival Society Ltd is a registered charity (Reg no. 258888) whose aims and objectives are:

- ▶ Deliver an annual programme of events in March and September with projects running throughout the year
- ▶ Promote high quality performances of music and the arts within the Royal Borough of Windsor and Maidenhead
- ▶ Increase local access to music and the arts in the unique venues available within Windsor, Eton and Maidenhead
- ▶ Encourage the development of young musicians and other artists
- ▶ 2009 – celebrated Windsor Festival’s 40th Anniversary... what could happen in the next forty years?



Patron: HRH The Earl of Wessex KG, KCVO, ADC

Delivering a unique experience

An exceptional networking opportunity...

- ▶ Positions your company at the **heart of the community**
- ▶ Offers **unique hospitality** opportunities for your clients and employees
- ▶ Builds your profile by aligning your brand with a quality event and important initiatives in the **community**
- ▶ Improves **company recognition** and media profile by inclusion in the Festival's own substantial regional, national and international coverage
- ▶ Provides a **lucrative platform** for the best return from marketing investment through access to a customer base that is drawn from the top end of the market
- ▶ **It differentiates you from your competitors**

Delivering a unique experience



A full range of exciting opportunities...

- ▶ There is a wide range of sponsorship opportunities for client entertaining and to boost your brand exposure by association with these prestigious events, including:



Title Partner

Walks & Tours

Major Events

Artists

Family & Local Events

Corporate Benefactors

Theatre Royal Week

Community Outreach Programme

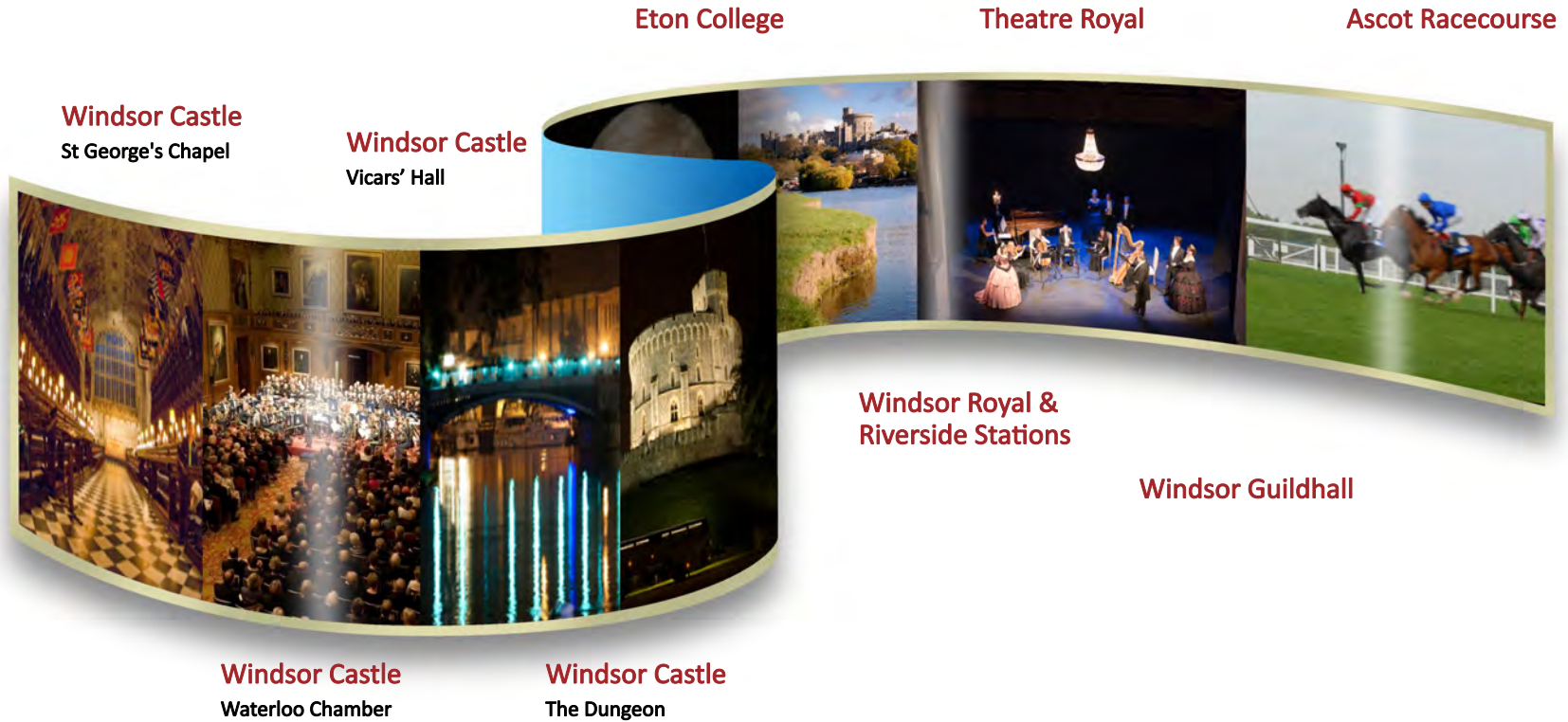
Delivering a unique experience

Over 100 inspirational events...



Delivering a unique experience

Over 20 breath-taking venues...



Delivering a unique experience

Windsor Festival International String Competition; attracting the highest level of string players

Inspire the local community with the International nature of the Festival through:

- ▶ Selection by a world-class jury who attend & judge all semi-finals and the final
- ▶ Integrate competitors in local community

- ▶ Maintain the association of the winner with the competition



Delivering a unique experience



Windsor Festival

Connecting you to an amazing new audience...

Windsor Festival Audience

- ▶ 1 million+ visitors to Windsor during month of September
- ▶ Over 70 Central Windsor Events
- ▶ 30,000 event attendees
- ▶ Predominantly ABC 1 audience
- ▶ 70% within 10 miles radius of Windsor
- ▶ Extensive national and international press coverage

Delivering a unique experience



Windsor Festival

An opportunity to take part in this amazing experience...



We would love the chance to discuss these opportunities with you further. Please call **01753 714364** In order to arrange an appointment to meet with you personally. Thank you.



Sponsorship Testimonial

- ▶ We are proud to have been associated with Windsor Festival for six years and to be part of its unprecedented growth and development.
- ▶ Windsor Festival has added enormously to our relationship with the people of Windsor and Berkshire.
- ▶ In addition it has:
 - ▶ Helped build a reputation as a positive contributor to regional arts and education
 - ▶ Delivered significant money can't buy opportunities for Honda
 - ▶ Raised awareness of Honda in the area
 - ▶ Supported important local education programmes
 - ▶ Helped to build a firm foundation and a new lease of life for Windsor Festival and a strong reputation of which performers want to be part

- ▶ We believe the team spirit between Honda and the Festival organisers to learn from each other has resulted in a long term legacy of strengthening Honda's reputation - and ultimately, it's great for all of us at Honda to be able to point to the success of the Windsor Festival and say:

"We were part of that, something of which we can be truly proud "



Ken Keir Managing Director Honda
Executive Vice-President, Honda Motor Europe Ltd



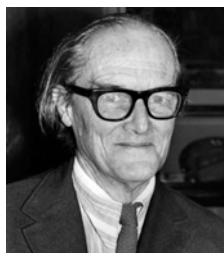
Delivering a unique experience

An event that is inspirationally unique...

1969



Yehudi Menuhin



Sir Hugh Casson



Sir Charles Mackerras



André Previn



Artur Rubinstein



Dame Janet Baker



Vladimir Ashkenazy



Kiri Te Kanawa



Kyung-Wha Chung



Sir Anthony Hopkins



Sir Andrew Davis



Robert Hardy



James Galway



Lesley Garrett



Edward Fox

2009

Delivering a unique experience