



KESGRAVE MUSIC FESTIVAL

IN MEMORY OF KATE MOYES

KMF 2010 Sponsorship Information

Saturday 7th August 2010
Kesgrave Community Centre and Fields



Introduction and background to KMF

Shortly after Kate Moyes passed away in August 2005, Kate's husband was approached by Debbie McCallum, of the Kesgrave Bell public house, who suggested organising a tribute to Kate in the form of a music festival for the community of Kesgrave. The festival is in aid of the **St Elizabeth Hospice (SEH)** where Kate was cared for with all proceeds forwarded to the hospice fundraising team. In 2009 the festival also raised funds in aid of **East Anglia's Children's Hospices (EACH)** as this is another under-funded, local and worthwhile charity.

In November 2005 a group of Kate's family and friends got together with the help of some experienced event organisers and the Kesgrave Music Festival (KMF) committee was formed and the inaugural event successfully went ahead in 2006 raising £12,500 for the hospice. We are now organising our 5th KMF and have raised over **£50,000** for SEH over the last 4 years which has seen the festival grow and establish itself as the biggest community event in Kesgrave. People of all ages from Kesgrave and surrounding areas come along to enjoy the two music venues, funfair and family entertainment with an average attendance of 4,000 visiting throughout the day. Last year alone we **donated £13,000 to the SHE and an additional £1,000 to EACH.**

In order for us to organise the festival each year we rely on the support and generosity of local businesses, organisations and residents. The growth and amazing success we have experienced in the first 4 years means a substantial fund raising challenge lays ahead of us in preparation for **KMF10 which is planned for 7th August 2010.**

Without the generosity of the local community we are not able to put on the event. Once again this year we have reduced our start-up costs and are busy trying to secure sponsorship. Due to the current economic climate we know this is going to be hard. We hope the satisfaction of contributing towards a fantastic local charity event and also the offer of some very good value advertising will appeal to you.

This information pack has been produced to let you know why we are working so hard to ensure that this year's music festival is as big a success as the previous 4 years. We hope to attract more people from all over Suffolk to come along on the day to raise money for the hospices. You will find details of the event and our plans for this year's event in the following pages, with the **Sponsorship Opportunities** and contact information detailed at the end of this pack.

Please help us put on another successful music festival in Suffolk and raise loads of money for local charities and please remember **that every single penny raised** goes directly to these good causes. Thank you.

Tribute to Kate Moyes

Kate was a kind and wonderfully warm person whose life was cruelly taken in August 2005 by a very aggressive form of cancer.

She is dearly missed by all her friends and family and as a mark of remembrance we decided to organise a Music Festival for Kesgrave, the town in which she lived. Kate loved live music and the odd beverage on a night out so this event is the perfect way to remember such a truly special person.

Kate worked for BT for many years in Martlesham before deciding to go traveling for a year; upon her return she went back to her friends at BT as a contractor before deciding to change her career completely. Kate started at Suffolk College to train in radiotherapy as she loved working with people and really wanted to help people recover from medical ailments; following on from radiotherapy Kate had aspirations of training to be a doctor.

In an ironic twist of fate, Kate fell ill in May 2004 and was diagnosed with cancer, one of the diseases she wanted to help treat and help people recover from. The disease was in an advanced state when she was diagnosed but she never gave up hope and was an inspiration to us all, still putting other people first and ensuring that we were coping rather than worrying about the unimaginable ordeal she was going through. Although the disease took a lot out of her, Kate still had the drive and energy to carry on traveling and even found time to organise a wedding and get married to Stuart.

After many cycles of chemotherapy, radiotherapy and some medical procedures Kate lost her brave battle 15 months after diagnosis and passed away in St Elizabeth's Hospice after being there for 6 weeks.

In those 6 weeks her spirit was never broken and the support and care she received from the hospice staff was second to none. It made us all realise the importance of having this facility and making sure that the funding is in place to sustain that level of care. Cancer touches us all at some point in our lives, whether it is friends, family or colleagues and it is facilities like the hospice that ensure the support is there when we need it most.

Kesgrave Music Festival

Location

The Kesgrave Music Festival will again take place at Kesgrave Community Centre on Twelve Acre Approach off Bell Lane, Kesgrave. It has proved to be a fantastic venue for 4 years. Every year we host a large professional main stage on the fields plus the 'Live Lounge' offering live acoustic music in the main hall.



Crowd numbers

For KMF09 last year we had the return of the bright sunshine we wish for on festival day. We had **over 4,500 people** come through the gates of varying ages with most people staying for the whole day. This shows a steady increase of festival goer's year-on-year and demonstrates how successful we have been in such a short period of time. The picture above was taken from the main stage between band setups and shows the crowd enjoying the sunshine mid-afternoon.

This year we will continue with the family theme and look to attract even more people from the local community and surrounding areas. The festival is the first of its kind in Kesgrave and we will not be changing a winning formula.

Family entertainment

As previously mentioned we are fully committed to making this a day for the community and we aim to encourage more families to attend. There will be a range of entertainment for children to compliment the main music stage and acoustic 'Live Lounge'. There will also be fully licensed food vendors and drinks tent offering a range of food and beverages.

Main stages and Live Lounge

We will be inviting a number of quality, popular local bands to play throughout the day, there will be an outside main stage and a live acoustic stage in the main hall (the stages are available for sponsorship). Bands and performers of all different styles will be playing throughout the day in 45–60 minute slots. The festival kicks off at midday and runs through to 10:45pm, all supported by a professional sound and lighting system in both arenas.

The picture below shows the main stage during a performance mid-afternoon, please note the banners displayed by our sponsors in 2009 and the potential for stage sponsorship and advertising on the side and back of stage.



Media and ticket sales

Last year the festival was featured heavily on both SGR FM and Town 102 alongside the Evening Star and the East Anglian Daily Times who published monthly articles about the festival. We will also be distributing posters detailing the line up throughout the local area to ensure maximum exposure, for the sponsors, bands and the event in general.

We will have the opportunity to acknowledge kind donations from local business in the press and community news publications to thank them for sponsoring us, thus ensuring that this event takes place and we continue to support the hospices. Our website will also have a dedicated page for acknowledgement of sponsor's with contact details and a link to the business website.

Please see our website for more information: www.kesgravemusicfestival.com

Sponsorship Opportunities

We have developed some sponsorship packages which are on offer to local businesses. It is very important to acknowledge and thank all businesses that make a contribution to such a worthwhile cause and thus ensure that they get exposure and our gratitude on the day and prior to the event. Without the kindness of local business it is going to be very difficult to secure the event and raise money for these important local charities.

The following table details the sponsorship options available. It is important to recognise that there are **limited packages available**. This is firstly to allow us to reach our goal, which is to cover the event overheads, and secondly to maximise the impact of our sponsors advertisements and provide great value for money advertising space.

This approach means that there will only be a handful of major sponsor banners erected and limited space in the programme for further acknowledgements. If you would like to help us raise funds as well as invest in some excellent value advertising please get in touch as soon as possible

Package Name	Details of opportunity	Minimum Sponsorship
Stage Sponsorship (1 stages & 1 live lounge)	<ul style="list-style-type: none"> The stage will be named after the sponsor in all advertising and KMF10 programme Large banners erected on the relevant stage Advertisement space in Programme detailing bands and acknowledgements Acknowledgement on KMF website with link to your website Promotion in local media 	£1000
Banners	<ul style="list-style-type: none"> Large banners erected on fencing & sound platform facing the crowd Advertisement space in Programme detailing bands and acknowledgements Acknowledgement on KMF Website with link to your website 	£350

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<p>Marshal Sponsorship (T-Shirts logos)</p>	<ul style="list-style-type: none"> • Sponsorship of the 80 marshals who kindly volunteer their time on the day • Have your company logo displayed on the 80 marshal t-shirts being produced • Opportunity to have 80 walking billboards! • Acknowledgement in the programme and on KMF website 	<p>£750</p>
<p>Programme Advert (20 available, approx size: 3inch x 2inch)</p>	<ul style="list-style-type: none"> • Advertisement space in the Programme detailing bands and acknowledgements 	<p>£75</p>
<p>Toilet Sponsorship (20 Toilet Cubicles)</p>	<ul style="list-style-type: none"> • You can “decorate” one of the 20 Toilet Cubicles for maximum impact advertising • With over 4500 people expected at the festival the toilets will in heavy demand!! • Acknowledgement in the programme and on KMF website 	<p>£50</p>
<p>Thank you's</p>	<p>If you would just like to help us raise money all donations are gratefully received. If you would like a “Thank You” in the programme and exposure on our website we are happy to oblige</p>	<p>Unlimited</p>

**** If you are unfortunately not able to help with sponsorship this year we are always looking for **Auction Prizes** to help our fundraising effort and actively recruiting volunteers for the day to help with **marshalling duties** for an hour or two. If you think you might be able to help or get involved on the day please contact us anytime for more information ****

Summary and contacts

We hope this information has been of use to you, we are very determined to make a success of the festival but we need your support to ensure that we raise as much money as possible for the hospices and that everybody has a great day.

If you require any additional information or would like to chat about the festival then please feel free to contact any of the following committee members or send us an email via our website www.kesgravemusicfestival.com

Stuart Moyes – Event Co-ordinator
 07764 356504
 email: info@kesgravemusicfestival.com

Debbie McCallum – Event Co-ordinator
 01473 622045

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