

# Whizz Fizz Fest

## SPONSORSHIP *packages*

Now in its 17th year, WhizzFizzFest, the family-friendly literary and arts festival, has become an eagerly anticipated annual event for Aylesbury town centre. Originally inspired by Roald Dahl, children's literature continues to be an integral part of the traditional and much-loved parade as well as for WhizzFizzFest in its entirety. However, with the recent involvement of big celebrity names such as Dame Darcey Bussell, Dame Jessica Ennis-Hill and local singer and songwriter Tony Hadley, the festival is also attracting visitors far and wide with interests in all areas of the arts.

"Durkan were delighted to sponsor this wonderful event here in Aylesbury. Since partnering with AVDC on The Exchange project we have become extremely engaged with activities in the town and see our role as supporters of the wider community here."

*Fraser Wells, Durkan*

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"What an amazing event for the town!  
We will definitely be involved next year."

*John Watson, Hale Leys*

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*Creativity re-imagined*



# Bronze

## FESTIVAL SUPPORTER

Logo on the WhizzFizzFest website, linking to your own website  
Window stickers showing your support for the festival | Dedicated social media posts | Optional parade entry

**£250 + VAT**

# Silver

## FESTIVAL SPONSOR

All of the above as per Bronze, plus:

Logo on promotional digital leaflet, distributed to approximately 200 Buckinghamshire schools | Logo in event programme, distributed to all visitors  
Personalised festival poster for your business | VIP access passes during the event | Social media interview | Sponsorship of a named act, for example: bands, performers, entertainment etc. Selection is first come first served.

**£1500 + VAT**

# Gold

## FESTIVAL PARTNER

All of the above as per Silver, plus:

Sponsorship of one feature WhizzFizzFest attraction, with a choice from the Giant Puppet, Runway Stage or Main Marquee. Read on for more information.  
Logo on all printed promotional material | Logo on all digital marketing  
Logo included on WhizzFizzFest Primary Times publication, distributed to over 45,000 family households in Buckinghamshire | Four golden tickets for access to WhizzFizzFest special events | Inclusion on visitaylesbury.co.uk  
Inclusion within festival press release | Inclusion in the festival video and copy to use post-event | Mention in AVDC MyAccount e-Newsletter targeting 52,000 residents

**£5000 + VAT**

# Feature WhizzFizzFest

## *attraction options*

### GIANT PUPPET AND PUPPETS WORKSHOP - *New for 2019!*

Our giant puppet will be a WhizzFizzFest static centrepiece, positioned centrally in Aylesbury's Market Square. Provided by the magnificent *Festive Roadarts* company, this lovable giant can sit, stand and wave to all his adoring guests. Standing at an impressive 6.5m tall, he will tower over visitors, making for the perfect photo before taking part in our family-friendly puppet workshop.

- Sponsor the giant puppet and receive maximum visibility of your logo throughout the day and on social media
  - Families will be encouraged to post photos on social media of them posing with the giant
    - Inclusion in the 'name the giant' competition
- Puppet workshop will run as a free drop in session throughout the afternoon, adjacent to the giant puppet

### RUNWAY STAGE

Sponsor our main stage and get your name in front of thousands of visitors attracted by the fantastic free performances on stage throughout the day. A real crowd pleaser and popular option for our sponsors, this could give you the visibility you require while being the leading name in supporting the local community.

- Opportunity to be on the judging panel for Fancy Dress competition
  - Cut the ribbon and 'open' the festival on the Runway Stage
    - Your logo/branding adjacent to the stage

### MAIN AUTHOR'S MARQUEE

The focal point of our appearances, with an audience capacity of 300 ticketed seats, this will be where our special guest authors will reside. Amongst our amazing acts already confirmed, this year WhizzFizzFest is excited to present Cressida Cowell, author of the incredible 'How to Train Your Dragon' series, and national treasure Judith Kerr, whose 'The Tiger Who Came to Tea' and 'Mog the Cat' are amongst some of the country's best loved children's titles.



# FACTS *and* FIGURES

**25,000 PEOPLE**  
in Aylesbury town centre  
for the festival in 2018



Already confirmed  
for 2019  
Cressida Cowell  
Dame Darcey Bussell  
Judith Kerr  
Maddox

## CONTACT US

The WhizzFizzFest event team would be more than happy to meet with you to discuss any of the sponsorship packages in more detail.

Please contact us:  
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