

SPONSORSHIP PACK

Newcastle **mela** 2024

30th

ANNIVERSARY

Your opportunity to support one of the region's most vibrant and multi-cultural annual events

Sunday 25th & Monday 26th August 2024
at Exhibition Park





Introduction

With up to 40,000 visitors from across the region, the Newcastle Mela has been taking place in Exhibition Park, Newcastle, for a quarter of a century and 2024 marks the 30th Anniversary of this vibrant and popular multi-cultural event.

The Newcastle Mela is for everyone! It's a free, family-friendly event, with a wonderfully relaxed atmosphere, which attracts visitors of all ages, races and cultures. This year promises to see an increase in the number and diversity of visitors attending the event, not just from the city, but from across the North East, nationally and internationally.

'Mela' means 'gathering' in Hindi. Based around Pakistani, Bengali, Indian and other South Asian cultures, with inspirational programming including music, art, food, crafts and activities that will appeal to a wide range of visitors, the event takes place over two days on the August Bank Holiday weekend, in the heart of Newcastle and is easily accessible on foot, public transport or car.

Newcastle Mela is one of a series of Mela's that takes place nationally in major UK cities each year and is the only Mela that takes place during a Bank Holiday.

Benefits To Sponsors

Great Reasons To Sponsor The Newcastle Mela!

There are some amazing reasons to get involved with the Newcastle Mela and there is a sponsorship pack to suit all budgets and sizes of organisations.

Support Your Corporate Social Responsibility (CSR)

For the time ever, your sponsorship could help the young people in your community. The Newcastle Mela works with community groups and organisations that help young people build their self-esteem and life opportunities.

By choosing one of the special sponsorship packages, your money will go towards funding workshops or training for young people that live locally.

Not only will you be helping the community, but you will be able to promote your good work to your staff, networks and the media, through your internal and external communications, helping you achieve your CSR ambitions.

Exclusive access to the Newcastle Mela 'Fusion' VIP marquee

To mark this important anniversary, we are providing a special VIP space where you will be able to relax in comfortable surroundings, enjoy some fabulous catering and cocktails, as well as enjoy the entertainment. You will be allocated a number of spaces depending on your sponsorship package, giving you the opportunity to invite colleagues, guests or anyone that you think would enjoy this exclusive area.

Promote Your Business And Brand To Thousands Of Visitors

The Newcastle Mela attracts audiences from a wide range of backgrounds, during one of Newcastle's busiest visitor and tourist weekends of the year.

You could have your logo and business/organisation details on the sponsor page of the Newcastle Mela website, which receives thousands of regular visits over the course of the year; as well as positive mentions in the event's PR and social media, branding on marketing materials and opportunities to network

Sponsorship Opportunities

- **Headline Sponsor – Platinum Package**
- **Gold, Silver And Bronze Sponsorship Packages**
- **Newcastle Mela Parade**
- **Headline Acts**
- **Health And Wellbeing Area**
- **Children's Area**
- **Food Court**





Sponsorship Packages At A Glance

Sponsor Package	Cost	Headline Sponsor	Sponsor community workshops	Sponsor performance (not Headline)	Brand across all promotions	Special access to VIP area	Parade branding	Branding in speciality area	Compere talk ups	Presentation on stage	Branding on website	Advert in programme	Logo on posters	Logo on leaflets	Name check in PR and social media	Free stall(s)	
Platinum	£ 15,000	✓	✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
Gold	£10,000		✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
Silver	£6,000		✓	✓		✓			✓		✓	✓	✓	✓	✓	✓	✓
Parade	£5,000					✓	✓	✓	✓		✓	✓			✓	✓	✓
Headline Act Sunday	£5,000					✓			✓		✓	✓			✓	✓	✓
Headline Act Monday	£5,000					✓			✓		✓	✓			✓	✓	✓
Health & Wellbeing	£5,000					✓	✓	✓			✓	✓			✓	✓	✓
Children's Area	£5,000					✓	✓	✓			✓	✓			✓	✓	✓
Bronze	£3,000			✓		✓			✓		✓	✓			✓	✓	✓

HEADLINE SPONSOR

PLATINUM SPONSORSHIP PACKAGE

Sunday 25th and Monday 26th August 2024 £15,000

This is a truly unique opportunity to be the major sponsor for this dynamic and vibrant cultural event.

What You'll Get As The Sponsor

- Title sponsorship. Your organisation's name to be used as the main sponsor across all promotions i.e. 'The 30th Anniversary Newcastle Mela 2024 is proudly sponsored by <your name>'
- Opportunity to support young people in the community through outreach work and help achieve your CSR ambitions
- Primary branding on the Newcastle Mela website, with an introduction by your organisation
- Title sponsor to be published on the front cover of the Newcastle Mela programme; plus a full page advert within the programme
- Major branding across the event, including barrier covers, banners and merchandise
- Branding on outdoor advertising across the city centre
- Name check within press releases and on social media
- Branding on promotional leaflets to be distributed to venues across the city
- Compere 'Talk Ups' at the event. Your organisation's title sponsorship will be announced on a regular basis by presenters and comperes throughout each day of the event.
- Presentation on stage. Time allocated for your organisation's representatives to talk on stage about your involvement with the event
- VIP package for 15 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand on the Sunday and Monday at a prime location, to promote your organisation to visitors

GOLD SPONSOR SPONSORSHIP PACKAGE

Sunday 25th and Monday 26th August 2024 £10,000

A substantial sponsorship package that will allow you to promote your brand and organisation across the two-day event, as well as sponsor a performance of your choice (not including Headline Acts).

What You'll Get As The Sponsor

- Sponsor a performer of your choice (not including Headline Acts)
- Opportunity to support young people in the community through outreach work and help achieve your CSR ambitions
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a full page advert within the programme
- Your logo on promotional posters and leaflets
- Name check within press releases and on social media
- Compere 'Talk Ups' at the event about your sponsored act
- VIP package for 10 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand on the Sunday and Monday to promote your organisation to visitors

SILVER SPONSORSHIP PACKAGE

Sunday 25th and Monday 26th August 2024 **£6,000**

A substantial sponsorship package that will allow you to promote your brand and organisation across the two-day event.

What You'll Get As The Sponsor

- Sponsor a performer of your choice (not including Headline Acts)
- Opportunity to support young people in the community through outreach work and help achieve your CSR ambitions
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a half page advert within the programme
- Your logo on promotional leaflets
- Name check within press releases and on social media
- Compere 'Talk Ups' at the event about your sponsored act
- VIP package for 6 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand to promote your organisation to visitors

HEADLINE ACTS

Sunday 25th and Monday 26th August 2024 £5,000 per Headline Act

The Newcastle Mela prides itself on programming contemporary music acts that will have great appeal to the younger generation. This is an opportunity to sponsor one or both Headline Acts, which take place on the Sunday and Monday.

What You'll Get As The Sponsor

- Your logo and company information on the LED screen on the main stage
- Name checks by the compere announcing your Headline Act
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a half page advert within the programme
- Your logo on promotional leaflets
- Name check within press releases and on social media
- Compere 'Talk Ups' about your sponsored act
- VIP package for 5 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand to promote your organisation to visitors

CHILDREN'S AREA

Sunday 25th and Monday 26th August 2024

Main sponsor: £3,000 or Two sponsors: £1,500 each (exc. VAT)

Families are important to us! We are delighted to be able to give little people a special area of their own, where a range of activities will take place, such as circus skills and face painting, where they can use their imagination and creativity. Children should always be supervised and accompanied by adults.

What You'll Get As The Sponsor

- Branding on banners placed within the Children's area
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a half page advert within the programme
- Your logo on promotional leaflets
- Name check within press releases and on social media
- VIP package for 3 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand to promote your organisation to visitors

FOOD COURT

Sunday 25th and Monday 26th August 2024 £3,000

The Food Court at the Newcastle Mela is always very popular and has a high footfall of visitors, who can sample the delights of typical South Asian fresh food, as well as a variety of other cuisines.

What You'll Get As The Sponsor

- Branding on banners placed within the Food Court area
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a half page advert within the programme
- Your logo on promotional leaflets
- Name check within press releases and on social media
- VIP package for 3 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand to promote your organisation to visitors

BRONZE SPONSORSHIP PACKAGE

Sunday 25th and Monday 26th August 2024 **£3,000**

A substantial sponsorship package that will allow you to promote your brand and organisation to a large audience

What You'll Get As The Sponsor

- Sponsor a performer of your choice (not including Headline Acts)
- Opportunity to support young people in the community through outreach work and help achieve your CSR ambitions
- Your logo on the Newcastle Mela website
- Inclusion of your logo in the Newcastle Mela programme; plus a half page advert within the programme
- Your logo on promotional leaflets
- Name check within press releases and on social media
- VIP package for 3 people: Access to the Newcastle Mela 'Fusion' marquee and back stage invitations
- Free stand to promote your organisation to visitors

Talk to us - we'd love to hear from you!

No matter how big or small your budget, talk to us about the opportunities that we can offer you.

By offering your financial support, we can continue to provide the North East with a flamboyant and richly diverse event for many more years to come.

**To discuss sponsorship and advertising opportunities,
Please contact Mohammed Yaqoob on 07581 123 325 or Yaqoob@newcastlemela.co.uk**