



Sponsorship Packages for BABS Sing Convention

Our Annual Convention, held every May, is the highlight of our calendar, bringing together our members, and the wider community, for Quartet and Chorus contests. This event provides a unique opportunity for sponsors to reach a dedicated and passionate audience. We offer a range of sponsorship packages to suit different budgets and objectives, each designed to maximise brand exposure and engagement.

1. Presenting Sponsor

Investment: £6,000

Benefits:

- **Exclusive Branding:** Company logo on all promotional materials, event signage, and the event program cover.
- **Livestream Integration:** Prominent logo placement and mentions during livestreams.
- **Prime Advertisements:** Full-page back cover ad in the event program and a dedicated sponsor page on our website.
- **VIP Access:** 10 VIP passes to the event, including a meet-and-greet with performers.
- **Speaking Opportunity:** Address attendees during the opening ceremony.
- **Custom Activation:** Opportunity to host a branded activation or booth at the event hub.

2. Platinum Sponsor

Investment: £4,000

Benefits:

- **Event Branding:** Prominent logo placement on event materials and signage.
- **Livestream Presence:** Ads and logos featured during livestream breaks.
- **Program Advertisement:** Full-page ad in the event program.
- **Exclusive Interviews:** Sponsor-branded interviews with key participants streamed live and archived on our website.
- **VIP Access:** 6 VIP passes to the event.
- **Sponsor Recognition:** Mention in all press releases and social media posts.

3. Gold Sponsor

Investment: £2,000

Benefits:

- **Signage and Branding:** Logo placement on selected event signage and promotional materials.
- **Livestream Ad:** Mid-tier ad placement during livestreams.
- **Program Advertisement:** Half-page ad in the event program.
- **Event Tickets:** 4 VIP passes to the event.
- **Social Media Promotion:** Shout-out posts before, during, and after the event.

4. Silver Sponsor

Investment: £1,000

Benefits:

- **Event Signage:** Logo on selected event signage.
- **Livestream Mention:** Logo displayed during breaks in livestreams.
- **Program Advertisement:** Quarter-page ad in the event program.
- **Event Tickets:** 2 VIP passes to the event.
- **Social Media Mention:** Recognition in event-related social media posts.

5. Bronze Sponsor

Investment: £800

Benefits:

- **Program Advertisement:** Quarter-page ad in the event program.
- **Livestream Credit:** Thank-you mention during livestream breaks.
- **Event Tickets:** 2 general admission passes to the event.
- **Website Mention:** Logo on the sponsors' page on our website.

6. Event Program Advertiser

Investment: £160 - £320

Options:

- **Full-Page Ad:** £320
- **Half-Page Ad:** £200
- **Quarter-Page Ad:** £160

Benefits:

- **Ad Placement:** Advertisement in the event program distributed to all attendees.
- **Event Tickets:** 1 general admission pass for full-page ad purchasers.

7. Contest Sponsor

Investment: £2,400

Benefits:

- **Branding:** Prominent logo placement on stage and contest-related materials.
- **Program Advertisement:** Full-page ad in the event program.
- **Livestream Feature:** Ads and logos featured prominently during contest livestreams.
- **VIP Access:** 2 VIP passes to the event.

8. Hub Sponsor

Investment: £1,600

Benefits:

- **Branding:** Exclusive branding at the event hub where attendees gather between events.
- **Program Advertisement:** Half-page ad in the event program.
- **Livestream Mention:** Logo displayed during breaks in livestreams from the hub.
- **Event Tickets:** 2 VIP passes to the event.

9. Livestream Ad Packages

Investment: £80 - £400

Options:

- **Top-Tier Ad:** £400 – Ad featured prominently during peak viewing times.
- **Mid-Tier Ad:** £240 – Ad featured during regular intervals.
- **Basic Ad:** £80 – Ad featured during livestream breaks.

Benefits:

- **Brand Exposure:** Reach a wider audience watching the event remotely.
- **Recognition:** Mention in the event program and on our website.

Conclusion

These sponsorship packages offer various levels of engagement and visibility, providing valuable exposure for your brand while supporting a vibrant and passionate music community. We are committed to working closely with our sponsors to ensure their goals are met and that their support is recognised in meaningful ways.