

Golowan Festival Sponsorship Opportunities part 1

Golowan Festival is Cornwall’s largest community celebration, held annually in Penzance over 10 vibrant days of arts, music, parades, and cultural heritage. Culminating in the spectacular Mazey Day and Quay Fair Day, it attracts tens of thousands of attendees and features:

- Three giant community parades with over 3,000 participants
- Live music stages, street theatre, and DJ marquees
- A revival of the Feast of St. John and midsummer solstice traditions
- Civic ceremonies, folk stages, and family-friendly events

Now in its 36th year, Golowan offers high-visibility sponsorship packages that connect your brand with deep community engagement, creativity, and sustainability.

Key Sponsorship Packages

| Opportunity | Price | Visibility & Benefits |
|---|-------------|---|
| Parade Sponsorship (per parade) | £2,500 | Banner lead, logo in 8,000 programmes, website & social media |
| Mayor’s Platform (Mazey Day) | £2,500 | Prime banner placement, civic visibility, full media coverage |
| Festival Cups | £2,500 | Logo on 9,000+ reusable cups, eco-partnership branding |
| Penlee Park Stage 1 or 2 | £2,000 each | Family zone signage, programme, web & social media |
| T-Shirt Sponsorship | £1,650 | Logo on 120 volunteer shirts, worn year-round |
| Parade Water Refreshments | £1,250 | Branded hydration station, signage, full media package |
| Folk Stages (Mazey Day or Quay Fair Day) | £1,050 | Stage signage, programme, web & social media |
| Skate Park Competition | £950 | Youth engagement, signage, media promotion |

| Opportunity | Price | Visibility & Benefits |
|---------------------------|-------------|--|
| Street Music Locations | £750 each | Branded music zones, programme, web & social media |
| Golowan Pop-Up Stall | £550 | Branded stall presence, direct public engagement |
| Volunteer Refreshments | £500 | Community goodwill, signage, media mentions |
| Crowd Barrier Advertising | £65/barrier | High-footfall visibility on festival routes |

Golowan Festival Sponsorship Opportunities (Part 2)

Golowan Festival offers a range of affordable, high-impact sponsorships that connect your brand with thousands of festival-goers in Penzance. These packages are ideal for businesses seeking community visibility, youth engagement, and cultural alignment.

Music & Culture Sponsorships

| Opportunity | Price | Benefits |
|--|------------------|---|
| Folk Stage – Mazey Day or Quay Fair Day | £1,050 per stage | Branded signage, logo in 8,000 programmes, website & social media |
| Street Music – Queen’s Square, Morrab Bandstand, or Boatshed | £750 per stage | Sponsor flags, programme, website & social media |
| Skate Park Competition – Quay Fair Day | £950 | Youth-focused event, signage, full media package |

All music sponsorships include branding at busy outdoor venues with contracted performers and large audiences. Multi-stage sponsorships are negotiable.

Community Presence & Engagement

| Opportunity | Price | Benefits |
|--|-----------------|---|
| Golowan Pop-Up Stall – Mazey Day or Quay Fair Day | £550 per stall | Banner display, direct public engagement, media promotion |
| Volunteers' Refreshments Sponsorship | £500 | Sponsor mention in full-page volunteer tribute, programme, website & social media |
| Crowd Barrier Advertising | £65 per barrier | 2m x 1m branded panels on high-footfall parade routes (sponsor supplies panel) |
| Programme Advertising | Variable | Reach 8,000+ readers in print and online – contact marketing for details |

All Sponsorships Include

- Logo in 8,000 printed & digital festival programmes
- Presence on the Golowan Festival website with backlink
- Dedicated social media promotion via Facebook & Instagram
- On-site signage (provided by sponsor)

Golowan is a cherished cultural institution and a powerful platform for brands seeking authentic community connection, regional visibility, and creative alignment. Let's celebrate together.