

Exmoor Dark Skies Festival 2024

/// Sponsorship Opportunity

A star opportunity to reach thousands and support one of Exmoor's most high-profile events

"The Exmoor Dark Skies Festival is quickly becoming one of the UK's top astronomy events, which is not surprising considering Exmoor National Park was Europe's first International Dark Sky Reserve." **BBC Sky at Night**



/// Welcome

We are excited to announce a sponsorship opportunity for the Exmoor Dark Skies Festival 2024, hosted within Europe's very first International Dark Sky Reserve.

The festival will include approx. 60 events over two and a half weeks across Exmoor and beyond. We have already received significant press interest for 2024.

As the headline sponsor, you will have the opportunity to profile your brand through this exciting and engaging festival. Your logo will be featured on the front cover of the printed programme, and you will have a full-page advert on the back.

Don't miss out on this chance to be a part of this incredible event and showcase your brand to a wide audience of thousands.



/// Introducing the festival

Now in its eighth year the festival is firmly placed as one of the leading dark sky events in the UK, and one of Exmoor's most high-profile events.

With a target of 3000 plus attendees over 17 days, this is a unique opportunity to reach thousands of people.

The festival has a large social media and web reach, providing even more exposure for your brand and attracts regional, national and international press and media interest.

- ★ Benefit from an association with an iconic landscape that's loved by millions
- ★ Large social media reach - over 40,000 followers across ENPA social media accounts with a reach of more than 1 million.
- ★ Large web reach from National Park website - over 300,000 sessions per year .Visits to the Dark Skies Festival webpage during the 2023 season were over 12,000.
- ★ Our Exmoor Visitor Survey also revealed record levels of interest in our Dark Sky Reserve Status, with 25% of visitors expressing attraction to our dark skies and 15% engaging in stargazing activities during their visit.



Exmoor Dark Skies Festival 2024

Friday 18 October to Sunday 3rd November

Events, held across and beyond Exmoor, are hosted by both the Exmoor National Park Authority and partner organisations, from local businesses, charities and community organisation. This provides an exceptional blend of opportunities targeting all ages and interests and helps to amplify our reach.

A programme of over 60 events will include:

- ★ Planetarium sessions
- ★ Family Astro Events
- ★ Guided Night Walks & Cycle Trails
- ★ Astronomy Presentations
- ★ Dark Skies themed competition
- ★ Astro-Photography Workshops
- ★ Nocturnal Wildlife Events
- ★ On-line Sessions
- ★ Astro-related Crafts
- ★ Dusk Safaris
- ★ Night sky singing and yoga classes
- ★ & so much more

/// Press and Media

We are thrilled that the Exmoor Dark Skies Festival has already received significant press interest for 2024.

Our previous festivals have been covered by national and local television, radio, newspapers, glossy magazines, and online sites.

We are excited to continue spreading awareness about the wonders of our night skies, the thrilling and diverse experiences they enable and the importance of conserving them. We look forward to sharing our festival with even more people in the years to come.



SOMERSETLIFE



DEVONLIFE



The Guardian



Waitrose weekend



/// Sponsorship proposal

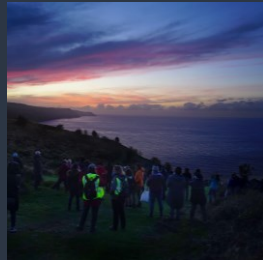
Headline sponsorship is just **£2,200** plus VAT, with the following **exclusive** opportunities:

- ★ Name to be included in the body of all press releases
- ★ Logo to be included within the Festival graphics (widely used by festival partners, tourism bodies, stakeholders and our accredited Dark Sky Friendly Businesses)
- ★ Logo, name and website link featured on Exmoor Dark Skies Festival webpage with immediate effect
- ★ Logo and name featured on front cover of the full colour printed festival programme (7,000 A5 copies) plus free full-page advert on the outside back cover
- ★ Logo and name featured on promotional posters and all other publicity including tagging in social media posts and inclusion in festival digital marketing (e-newsletters etc.)
- ★ Opportunity to attend and/or display your banners at ENPA festival events. Other promotional materials including samples and/or demos can be incorporated by prior agreement
- ★ Opportunity for you to run campaigns, competitions and events in association with the festival, flagged up to our participants and followers
- ★ Free event tickets (pre-booked max 10) for your business at ENPA's own festival events

Do talk to us if you wish to discuss any bespoke opportunities.



/// Interested?



We'd love to have a chat about how we might work together...



Please contact:

Clare Weeks, Julie Colman or Dan James
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If headline sponsorship is not for you, please spread the word or speak with us about other opportunities.

www.exmoor-nationalpark.gov.uk/darkskiesfestival