

The background of the entire image is a photograph of a music festival. In the foreground, four performers are silhouetted against a bright, hazy stage light, standing on a stage and raising their arms. Behind them, a massive, dense crowd of people fills the middle ground, many with their arms raised. The background shows festival tents, trees, and a blue sky with scattered white clouds. The overall atmosphere is energetic and festive.

Now That's A **FESTIVAL** 2018

@ CENTRAL PARK DAGENHAM

SPONSOR PACK

FRIDAY 24TH AUGUST

**OLD SKOOL
DANCE ANTHEMS**

SATURDAY 25TH AUGUST

90s POP

SUNDAY 26TH AUGUST

R&B

ABOUT NOW THAT'S A FESTIVAL

Following on from 2 great years at Central Park, Dagenham we are now looking to build on this success with a 3-Day Festival in 2018 taking place over the Bank Holiday Weekend Friday the 24th August , Saturday the 25th August and Sunday the 26th August.

It promises to be Bigger, Better and more Exciting than ever! Each day will be a separate Music Event with the same common theme:- incredible acts and a great atmosphere in the beating heart of East London!

Now That's A Festival is growing year on year and has now put Dagenham on the map as a place to be for Music Festivals.

In 2018 we anticipate in excess of 20,000 people over the 3 Days - Why not be part of this new fresh Festival as it continues to grow?

NTAF 2017 Facts & Figures

FRIDAY NIGHT

3,128

ATTENDED

SATURDAY

6,252

ATTENDED

79%

FEMALE
ATTENDANCE

21%

MALE
ATTENDANCE

Under 25s 16.5%

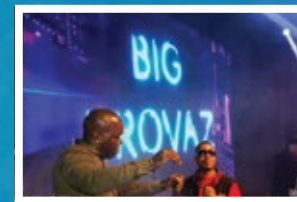
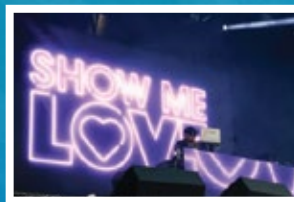
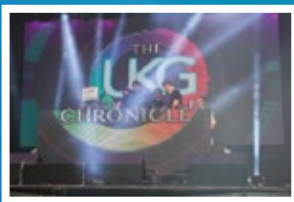
25 to 30s 43.5%

30 to 45s 32.5%

45 to 55s 5.5%

Over 55s 2.0%

NOW THAT'S A FESTIVAL 2017



NOW THAT'S A FESTIVAL SOCIAL MEDIA CAMPAIGNS 2017



INDIVIDUAL CAMPAIGNS

Reached
up to **779k**

Commented
up to **9000**

Post Clicked
up to **36k**

Linked
up to **13k**

Shared
up to **1000**



FACEBOOK
FOLLOWERS
9,776



INSTAGRAM
FOLLOWERS
9,461



TWITTER
FOLLOWERS
8,126

NOW THAT'S A FESTIVAL 2018



NTAF LIVE FRIDAY

SHOW ME LOVE UKG

FRIDAY 24TH AUGUST 2018

DJ LUCK MCNEAT **GENERAL LEVY** **ARTFUL DODGER**

SHOLA AMA • KELE LE ROC
PIED PIPER & MC DT
SWEET FEMALE ATTITUDE • MC KIE
ROBBIE CRAIG • DENNIS G SAMBUCA PA
SPECIAL MC • MC HYPERACTIVE
TRP • DJ REZA • RICK LIVE
ALEC PITMAN ON SET

MORE ACTS TO BE ANNOUNCED

EARLY BIRD TICKETS £15 AVAILABLE NOW AT NTAF.CO.UK

SATURDAY 25TH AUGUST 2018

TICKETS **£29**

Now That's A FESTIVAL
@ CENTRAL PARK DAGENHAM 2018

HEADLINER
SHANE FILAN
LEAD SINGER OF WESTLIFE

VENGABOYS 5IVE

A1 **MUTYA BURNA** **SUGABABES** **BAST17** **HOSTED BY EDWARD DJ TOBY ANSTIS**

TICKETS AVAILABLE NOW NTAF.CO.UK

f nowthatsafestival @nowthatsafest
*plus booking fee

Now That's A Festival

R&B Sunday

DRU HILL
FEATURING SISQO

BLACKSTREET HONEYZ

SUNDAY 26TH AUGUST 2018
@ CENTRAL PARK, DAGENHAM

TICKETS ONLY **£29** MORE ACTS TO BE ANNOUNCED SOON!

FOR TICKETS VISIT NTAF.CO.UK
SPONSORED BY GENTING CASINO WESTCLIFF

NTAF 2018 BIGGER AND BETTER!

We anticipate an attendance in excess of 20,000 across the three day bank holiday

Our principal audience demographic is between 25 and 45 years old.

Our marketing programme will include an extensive, nationwide Social media campaign .

We can create bespoke promotional activity for all our key marketing campaigns, to match your product portfolio and work around your objectives.

Sponsors will receive **General Admission** and **VIP complimentary tickets***

To discuss your Sponsorship Package call:

ADS EVENTS & PROMOTIONS LTD - 02085940030

Ask for Lisa or Nikki

*Quantity and type of Free Tickets is dependant on level of Sponsorship. All Sponsors will receive Complimentary tickets.

NOW THAT'S A FESTIVAL **SPONSORSHIP OPPORTUNITIES 2018**

Social Media Campaigns Facebook Campaigns as we announce new Acts, Sponsor Video Blogs by Artists sent out on Social Media, Competitions linked with Brand promoted through Social Media

Exhibit Space at the Event Showcase, Sell or Sample Brand/ Product at the Event over 3 Days. Space negotiable. Interactive Activities.

Giant Stage Screens advertising Giant Screens on both sides of Stage displaying advert between Performances

Perimeter Bannering Scrim Banners on perimeter fencing, PVC Banners on pedestrian fencing in Arena area, Ticket Office etc

Product Placement (where applicable) Alcohol or Soft Drinks sold at the Bars with POS displayed

Full Colour Advert in Souvenir Programme 15,000 to 20,000 produced

Miscellaneous There are many other bespoke opportunities for Brands/ Products to gain public awareness and exposure, to be Showcased, sampled or even sold before, during and after the Event.

Tailor made packages available upon request

NOW THAT'S A FESTIVAL **SPONSORSHIP PACKAGES 2018**

Standard Sponsorship Pack

£2,000

2 x Facebook Campaigns

3m x 3m Exhibit Space

Big Screen Advert

Half Page in Souvenir Programme

6 x Comp Tickets for each Show

2 x VIP Tickets for each Show

Premium Sponsorship Pack

£5,000

4 x Facebook Campaigns

3m x 6m Exhibit Space

Big Screen Advert

Full Page in Souvenir Programme

Website Links

15 x Comp Tickets for each Show

4 x VIP Tickets for each Show

2 x Gold Passes for Sponsors
Marquee in VIP Area at each Show

Perimeter Fencing Advertising

Now That's A
FESTIVAL

ntaf.co.uk