

# DIGITAL FESTIVAL

Sheffield

22

## 2022

# Sponsorship Opportunities

For enquiries, please contact:

[jonny@field.studio](mailto:jonny@field.studio) + [mel@sheffield.digital](mailto:mel@sheffield.digital)

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Where creativity meets  
technical excellence.

**The Festival will run from  
May 9th – 15th, 2022.**

**What is the Festival and why get involved?**

**The Sheffield Digital Festival is a week long celebration of all that is great about the digital and creative industries within our city and the surrounding region.**

In 2020 & 2021, we took our Festival online to ensure that events could go ahead despite the pandemic restrictions. The transition was a great success, attracting a broad variety of events and attendees from near and far\*. We want to build on that success and encourage a blended Festival where we have a mixture of physical and virtual events.

The theme for May 2022 is **Our Future City** – giving an opportunity to explore the technologies, lessons and impacts we have all experienced from many months of restriction and look at what the future holds for the Tech and Creative sectors over the coming year. Sitting under the 2022 theme of Our Future City, we have three threads we are asking speakers and contributors to consider when proposing their events: **Enabling De-carbonisation; Health Tech; and Arts, Culture & Heritage.**

We will again be inviting businesses, organisations and individuals to put on their own events during the Festival week. These will all be featured on the Festival events calendar and promoted through the Festival channels\*. We will also run a “Main event” to provide a space for content from across the digital and creative spectrum; this will be an opportunity for sponsors to directly engage with the Festival’s core audience and other Festival partners.

The Sheffield Digital Festival is going from strength to strength, despite challenging times, and has already achieved a great deal in putting the city region’s digital cluster firmly on the map. We hope that you will be part of continuing that work and celebrating Sheffield’s creative and technical excellence.

\* Please see our 2020 Festival Reach document for details.

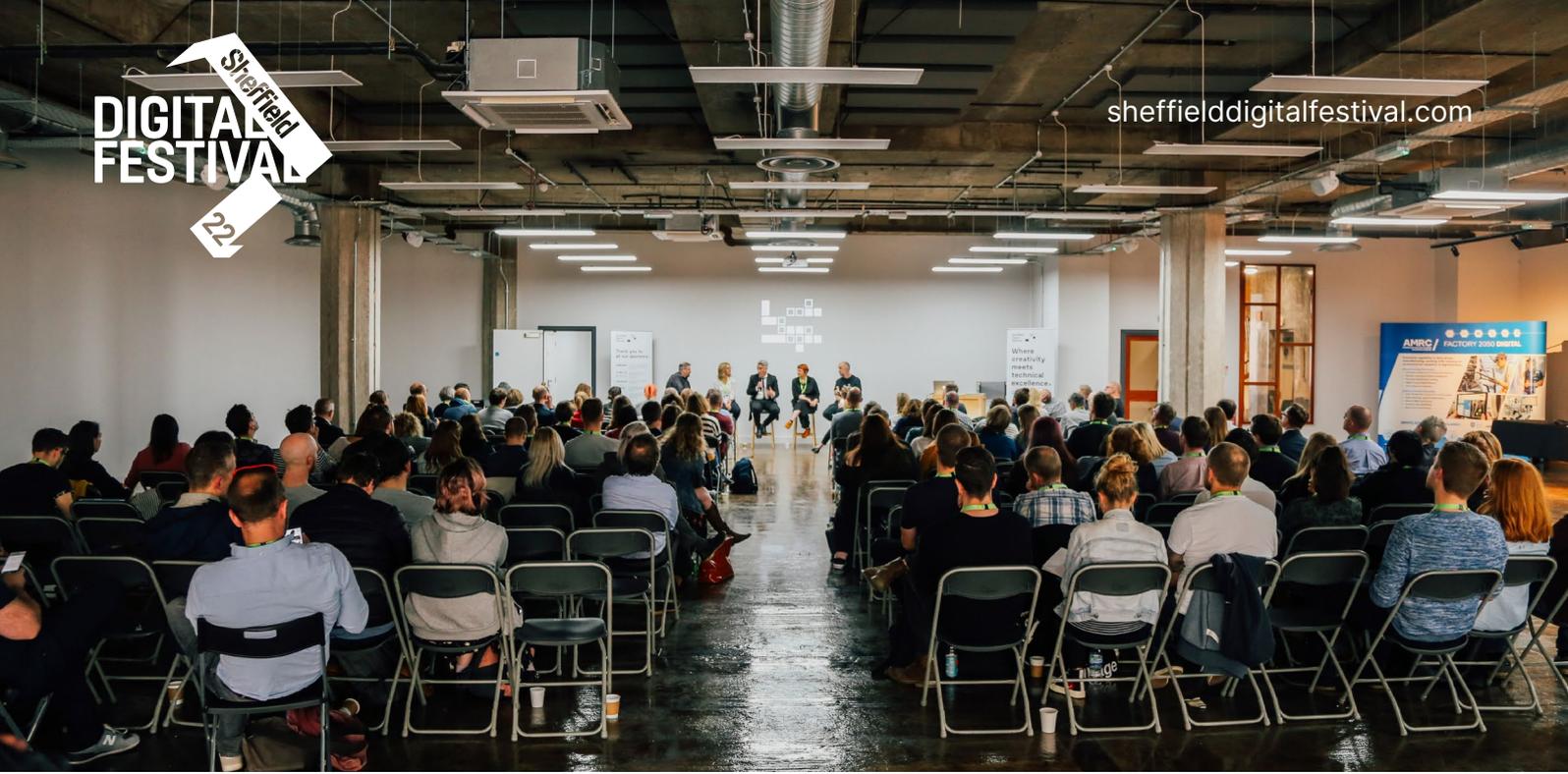
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## **FESTIVAL PREMIER SPONSOR PLATINUM PACKAGE**

**All of the benefits included in the Gold sponsorship Package, plus:**

### **Key Exposure:**

- » Your logo will sit in the heart of the Festival Website and have equal billing across all Festival Activities (excluding at independently organised events)
- » Logo on street level poster
- » Branded Content to be presented as part of the main event, held on Thursday 12<sup>th</sup> May 2022
- » Opportunity to bring 5 delegates + 2 guests
- » Opportunity to introduce our keynote speaker on the 12<sup>th</sup> May
- » Key sponsorship of exhibition space at the main event's exhibition lounge
- » Floating badge across all web pages with your logo given prominence
- » Premier sponsor badge for your website and social media channels

Period of Exposure: **February 2022 to February 2023**

**£10k + VAT**

**1 package available**

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## HEADLINE SPONSOR GOLD PACKAGE

### Key Exposure:

- » Framed as a Headline sponsor on the Sheffield Digital Festival Website for the entire year
- » Extensive social media presence, coverage will intensify around the week long event and you will get your branding associated with events
- » Headline sponsor page on the Sheffield Digital Festival Website
- » Festival Press releases
- » Authored advertorial shared across LinkedIn, Facebook and Twitter
- » Headline sponsor badge for your website and social media channels

Period of Exposure: **February 2022 to February 2023**

**£6k + VAT**

**3 packages available**

## PARTNER SPONSOR SILVER PACKAGE

### Key Exposure:

- » Framed as a Partner sponsor on the Sheffield Digital Festival Website for the entire year
- » Logo in a panel on the homepage and a profile on the sponsorship page
- » Partner sponsor page on the Sheffield Digital Festival Website
- » Partner badge for your website and social media channel

Period of Exposure: **February 2022 to February 2023**

**£3k + VAT**

**6 packages available**

## FRIEND OF THE FESTIVAL

Our Digital Festival is a truly collaborative event that relies on people and businesses offering support and expertise. You can become a Friend of the Festival by offering in-kind support or resources to help make the event a success.

### Key Exposure:

- » Friend of the Festival promotional page on the Sheffield Digital Festival Website
- » Access to assets for your website and social media channels

Period of Exposure: **Flexible**

**Please get in touch to find out more or if you have some ideas**



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you feel there is something you would like to offer to the Festival that better meets your needs, then please get in touch and we can discuss a bespoke package. This could be a mixture of time commitment and/or a financial commitment.

We look forward to speaking with you,

**The Festival Team**

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# 32.9k

Twitter impressions throughout Festival week

## SOCIAL MEDIA REACH

In May 2021, we virtually took to the stage to celebrate where creativity meets technical excellence in the Sheffield City Region.

### Key Statistics:

- » Over 1,500 followers across Instagram, LinkedIn, Facebook and Twitter
- » During the May 2021 Festival, the Sheffield Digital Festival Twitter feed received over 32.9 thousand impressions over the week
- » The first day of the May 2021 Festival received 9,676 impressions
- » Across the week, there were 76 retweets of Festival content, an average of 15 a day.



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