

Celtic CONNECTIONS

SPONSORSHIP OPPORTUNITIES

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“The Celtic Connections effect: people are prepared to take the quality of the festival on trust and step out to hear...music that is new to them and sounds worth a try, or promises a combination of influences and talents that intrigue...This is what festivals are supposed to be all about and, in Celtic Connections, Scotland has a damned good one.”

The Herald

130,000 ATTENDANCES | 18 DAYS | 300 EVENTS | 2600 ARTISTS FROM 30 COUNTRIES

 **OVER 24,000 FOLLOWERS |  OVER 38,000 FACEBOOK FANS**

211,000 NEW WEBSITE USERS

Established in 1994 as a single-venue festival, Celtic Connections has grown - along with its audience - to become, in the words of the Sunday Herald, “one of the world’s major music festivals”, winning several awards along the way.

Attracting attendances in excess of 130,000 over its 18 days, up to 20 concerts can take place each night, from small intimate theatres to major venues like the SSE Hydro arena and the Glasgow Royal Concert Hall. More than 300 events celebrate not just the rich traditional culture of Scotland, but also some of the most prominent names in folk, orchestral, jazz, indie, world and beyond, alongside a complementary programme of workshops, talks, debates and art exhibitions.

Audiences trust Celtic Connections, and musicians love it. The festival has a worldwide reputation for encouraging experimentation, offering performers the opportunity to collaborate with counterparts from a diverse range of musical genres and cultures. With so many of the world’s top instrumentalists in the same place for an extended period of time, Celtic Connections is uniquely positioned to present one-off collaborative shows that wouldn’t otherwise be possible, making the festival unmissable for music fans of many genres.

Celtic Connections is also committed to introducing and promoting new and young talent by providing platforms such as ‘Danny Kyle’s Open Stage’ – where winning acts are guaranteed a support slot at the following year’s festival – and the ‘New Voices’ series, which commissions new work from rising stars. Since its inception the festival has showcased over 60 new commissions and given audiences the chance to hear new and exciting work from brilliant young composers.

“Celtic Connections is a rare opportunity to perform Praise and Blame as a complete work. There are only certain events I can do that at. I know all about Celtic Connections and it’s great to be a part of it”

Sir Tom Jones

“There are situations that you’ll see, where people are playing that you’ll never see again, or if you do, it’s because it worked here first”

Donald Shaw
Artistic Director



Over the past 25 years the festival has built a trusted brand that successfully engages with public and media alike. Whatever your objectives, we will work with you to leverage our brand to support yours.

Press and PR

The Celtic Connections press office will work with you to maximise PR opportunities for your brand in relation to the festival. We can also provide you with assets to help promote your support of Celtic Connections to the media, customers, partners and colleagues.

Higher level sponsors will benefit from bespoke media releases and quotes in the main festival launch release.

Embracing the Future

Celtic Connections may have begun as a celebration of traditional music, but we are a forward-looking festival, striving to be a positive force in the world.

Green Credentials

Celtic Connections is committed to becoming a greener, more environmentally-friendly festival and has taken steps to influence and act on key energy areas in consultation with Creative Carbon Scotland.

Keychange

Celtic Connections is a member of this pioneering international initiative which encourages festivals to achieve a 50:50 gender balance by 2022, creating a better, more inclusive music industry for present and future generations.

Engendering a love of music

Support of our Education Programme puts you at the beating heart of Celtic Connections, providing thousands of children with their first experience of live music. Since 1998 nearly 200,000 children from all over Scotland have participated in our programme of school concerts and workshops.

With 2,000 children stamping their feet, clapping their hands, dancing, screaming and singing along, Celtic Connections' school concerts are a unique experience...

11 year-old Emma Mullen from Holy Family Primary, in Lenzie, said:

“I didn't know much about folk music before – I love it now!”

Evening Times

Sponsorship levels

Sponsorship of Celtic Connections is available at different levels to suit your objectives and budgets. Our partnerships are tailored to meet your requirements, so the following is intended as a guide only:

GILT LEVEL

£3,000 +

- Mention in any press releases recognising sponsors and partners of Celtic Connections
- 10 tickets for use across the festival
- Priority access to reserved premium seats
- Opportunity to use a hospitality area for one event during the festival
- Name on the sponsors page of brochure
- Name on the sponsors page of www.celticconnections.com
- Link to your website from www.celticconnections.com

BRONZE LEVEL

£10,000 +

All Gilt level benefits, plus the following:

- An additional 10 tickets for use across the festival
- Logo on the sponsors page of brochure
- Logo on the sponsors page of www.celticconnections.com

SILVER LEVEL

£15,000 +

All Bronze level benefits, plus the following:

- An additional 30 tickets for use across the festival
- Prominent logo on sponsors page of brochure with specific designation (e.g. travel partner)
- Mention in a Celtic Connections email to announce the sponsorship
- Promotional offer for stakeholders (e.g. special offer) in festival e-newsletters
- Prominent logo on the sponsors page of www.celticconnections.com

GOLD LEVEL

£25,000 +

All Silver level benefits, plus the following:

- An additional 30 tickets for use across the festival
- Meet and greet for your guests with featured artists from your sponsored concert
- A short message from your company on the sponsors page of www.celticconnections.com
- Promotion of an agreed offer on the Celtic Connections Facebook page and twitter account (minimum of two posts or shares / tweets or retweets)
- Foyer branding opportunities (e.g. pull-up display stand)

Contact:

To discuss any of the benefits and additional or alternative ways you might like to work with us, please contact:
Alison Taylor, Deputy Head of Development
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