

# FINDHORN BAY FESTIVAL

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# Findhorn Bay Festival 2022 Investment Opportunities



## About the Festival

The 4<sup>th</sup> Findhorn Bay Festival will present a journey of exploration and discovery for Scotland's Year of Stories, offering glimpses into the past and hopes for the future, and experiences of nature, culture and adventure.

From Friday 23 September to Sunday 2 October 2022, communities in Moray and beyond will have a unique chance to celebrate and appreciate Scotland's stories, heritage, landscape and people.

Set in unexpected spaces and scenic locations, the Festival will bring together a vibrant mix of outstanding Scottish art, theatre and performance, storytelling and live music, alongside celebrations of food and drink, family-friendly events and a whole host of open and accessible creative activities.

Returning after our postponement in 2020 due to Covid-19, this year's Festival will run over ten days in celebration of the 10<sup>th</sup> anniversary of Findhorn Bay Arts.

[View our Festival 2018 Highlights & Outcomes Film](#)



# Year of Stories 2022

The **4<sup>th</sup> Findhorn Bay Festival** will provide audiences with the very best in cultural experiences, bringing a diverse and vibrant mix of theatre and performance, exhibitions and live music, fine-art and photography, talks and family events over ten days in Moray.

The programme will give audiences a unique chance to experience a multitude of high-quality performances, celebrate stories, local languages (Doric, Gaelic and Scots) and appreciate a rich cultural programme set in and around the stunning natural environment of Moray in northern Scotland.

Our vibrant mix of high-quality arts projects and activities includes:

- Theatre, performance and live music
- Exhibitions, installations, and photography
- Talks, tours and free activities

In 2022 we will be celebrating Scotland's Year of Stories by connecting both local people and visitors alike with Scotland's stories, heritage, landscape and people.



**Kresanna Aigner**  
Festival Director

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# Festival Highlights\*

**The Tall Ship:** Sailing, sessions, storytelling and shore visits on The Lady of Avenel, a spectacular 102ft Brigantine square rigged ship, which will provide an exciting focal point to celebrate our local coastal and maritime heritage.

**Sing Me a Story – Cuir Seinn ri Seanchas**, a celebration of the storytelling tradition in the Highlands and Islands and the music that goes with it, featuring **Allan Henderson, Margaret Stewart, Ewen Henderson, Sileas Sinclair, Ewan Robertson** and **Duncan Chisholm**.

**Songs from the Last Page** is a song-writing and live performance project run by Chamber Music Scotland and composer Gareth Williams. Part of Scotland's Year of Stories, the project celebrates brilliant storytelling and storytellers through song.

**Hamish Napier**, the Strathspey-born composer and folk multi-instrumentalist behind acclaimed albums *The River* and *The Railway*, presents *The Woods*.

A musical and illustrated celebration of the legends, landscapes, adventures from native Moray artists by composer and award-winning virtuoso Uilleann Piper **Calum Stewart** and his band.

Part of and supported through our Culture Collective programme and Scotland's Year of Stories, **If These Halls Could Talk** will see four artists working with four local communities, through a four-week residency to gather and interpret local peoples stories.

**And many more award-winning artists, performers, dance, comedy, music, talks and exhibitions.**

\*Subject to funding

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# Our Impact

## In 2018, the 3<sup>rd</sup> Findhorn Bay Festival:

- Brought together over 100 artists, musicians and performers for six days of high-quality art and cultural events and activities across Moray.
- Generated an estimated economic impact of £870k, increasing high street footfall in local towns and boosting regional tourism.
- Attracted a multi-generational audience of approximately 17,000 attendances across ticketed and free events:
  - 59% local and regional visitors
  - 41% rest of UK and overseas
- Engaged and inspired an audience of almost 2,500 young people:
  - 6 work experience
  - 20 volunteers
  - 66 performers
  - 2,334 as participants and audience to performances and events
- Saw direct participation from around 900 local people, acting as volunteers, performers and festival employees.
- Secured national media coverage and a total marketing audience reach of 6m.



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# Awards & Recognition

Findhorn Bay Arts has a reputation for attracting support from a wide range of stakeholders, drawing funding from a strong mix of funders, and for working in partnership with communities from across Moray, Scotland and beyond.

In recognition of our work, we received the prestigious 20th Anniversary SURF Award for Best Practice in Community Regeneration. Here is a list of other awards received since our inception in 2012.

## 2021/22

Winner The SHIREs Awards Rural Creative Category

## 2020/21

Winner: Social Enterprise Scotland Award (highlighting our impact in addressing the challenges brought about by the Covid-19 pandemic)

Winner: Scotland's Small Towns Partnership High Street Hero Award

## 2019/18

Lux Life Best Arts & Cultural Event Organisers

Finalist Culture Event of the Year, 2019 Sunday Herald Culture Awards

SURF Award for Best Practice in Community Regeneration

Nominated Highlands and Islands Tourism Award

## 2017/16

Finalist Highlands & Islands Tourism Awards: Best Cultural Event

Finalist Culture Event of the Year, 2017 Sunday Herald Culture Awards

Winner: Moray Speyside Tourism Award 2016

## 2015/14

Winner: Third Sector Interface Moray (TSI) Growth Awards: Collaboration, Innovation and special award for Excellence in Marketing

Recognised as certified 'Investing in Children Provider'

Volunteer Friendly Award

In partnership with others Creative organisations in Forres - Creative Place 2015

Runner-up: Third Sector Interface Moray (TSI) Growth Awards - Recognised

Community Impact

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# What Others Say About Us

There's no overstating the scale of what has been achieved in presenting this important and joyous Findhorn Bay Festival; it feels as though a fire has been lit in Moray that will not be extinguished, in terms of bringing the culture it represents, back to life.

**Joyce MacMillan - The Scotsman, October 2018**

EventScotland has supported Findhorn Bay Festival since its inception in 2014, and during that time it has grown to make a significant impact on Forres, Findhorn and the Moray region, drawing many visitors from across Scotland and beyond.

**Paul Bush OBE, Director of Events, VisitScotland**

Findhorn Bay Arts has an excellent track record in engaging all sectors of our community to produce successful events and festivals.

**Fiona Robb, Head of Strengthening Communities, Highlands and Islands Enterprise**

The Findhorn Bay Festival has established itself as a cornerstone in the region's cultural calendar. The diversity of events, activities and performances included in the festival illustrates the strength and depth of the region's cultural offering and adds hugely to Moray Speyside's appeal to visitors from near and far.

**Laurie Piper, Operations Manager, Visit Moray Speyside**



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## Why partner with Findhorn Bay Festival?

- Brand promotion regionally, nationally and internationally
- Create new original marketing/PR content
- Build business awareness and cement reputation
- Generate new leads and enquiries from a new demographic
- Reward clients/employees
- Show direct support for charitable arts organisation and local event

## What we'll do for you

- Inclusion in multi-channel integrated marketing strategy including digital, online and print.
- Brand promotion and support through festival's printed and digital assets.
- PR reach through press, TV and radio.
- Prominent social media campaigns on Facebook, Twitter and Instagram.
- Tickets to headline events.
- Opportunities to entertain clients.
- Tailored and bespoke sponsorship options

## Promotion of Your Investment

- The 2018 Festival saw approximately 140 items of printed media coverage worth approximately £24,000 in advertising value.
- The 2018 Festival saw approximately 9,500 unique website visitors and an estimated campaign reach of 9.2 million impressions.
- We have 8,000 social media followers across Facebook, Twitter and Instagram.
- Building of brand awareness through associated marketing and tourism strategies.

Partnership with and investment in the Findhorn Bay Festival contributes directly to the local economic and cultural status of the area, while also developing long term relationships between local businesses and communities.

Investment in the Festival above the value of £1,000 would also enable us to apply to Culture & Business Fund Scotland (CBFS) for match funding. If successful, this will match fund £1 for £1 given. Match funding through CBFS also comes with additional PR and marketing opportunities. Agreements will need to be signed by no later than 30 May 2022 to qualify.

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## Impact of Your Investment

- Tourism and Culture in the Moray are major economic growth areas and a key Scottish Government priority for development.
- Our Festival delivers clear cultural, economic and social benefits to the area worth almost £900K.
- Cultural events across Scotland are a booming industry - in 2013 over 75% of adults in Scotland attended at least one cultural event or attraction.
- Cultural events enable positive shared experiences and promote positive brand engagement.

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# Investment Opportunities

Bronze - £1,000	Silver - £2,000	Gold - £3,000
<ul style="list-style-type: none"><li>• Promotion of sponsorship on social media and email campaigns</li><li>• Logo placement on Festival website</li><li>• Logo placement within Festival brochure</li><li>• 4 tickets for 2 performances of choice</li><li>• Invite to VIP Festival reception</li><li>• Included in list of supporters in press release</li><li>• ¼ page advertisement in Festival brochure</li></ul>	<ul style="list-style-type: none"><li>• Promotion of sponsorship on social media and email campaigns</li><li>• Logo placement on Festival website</li><li>• Logo placement within Festival brochure</li><li>• 6 tickets for 2 performances of choice</li><li>• Invite to VIP Festival reception</li><li>• Included in list of supporters in press release</li><li>• ½ page advertisement in brochure</li></ul>	<ul style="list-style-type: none"><li>• Promotion of sponsorship on social media and email campaigns</li><li>• Logo placement on Festival website</li><li>• Logo Placement within Festival brochure</li><li>• Logo Placement on printed and digital advertising</li><li>• 8 tickets for 2 performances of choice</li><li>• Invite to VIP Festival reception</li><li>• Included in list of supporters in press release</li><li>• 1 full page advertisement in brochure</li><li>• Dedicated local press release</li><li>• Invited to press photo calls</li></ul>

Bespoke sponsorship options are also available by negotiation. Please contact us for more details.

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# Contact

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