

FINDHORN BAY FESTIVAL

Findhorn Bay Festival 2024 Investment Opportunities





About the Festival

The **5th Findhorn Bay Festival** will present a spectacular celebration of arts and culture, radiating from the heart of Moray and takes place across the Findhorn bay area and beyond in the towns, villages and communities which make up our region – all of which will host well renowned, high quality international and Scottish artists, creators and performers.

The next Festival will take place from 20-29 September 2024. Audiences will be invited to become cultural explorers and experience work set in unexpected spaces and scenic locations in the rural and coastal towns and villages of Moray

The Festival builds upon the high levels of success and engagement seen in previous years and will provide audiences with the very best in cultural experiences, ensuring a diverse and vibrant mix of theatre and performance, exhibitions, live music, fine-art and photography, talks, tours and free family friendly events for all to enjoy.

[View our Festival 2022 Highlights & Outcomes Film](#)

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Our Impact

In 2022, the 4th Findhorn Bay Festival delivered:

- **Over 90 ticketed and free events across 10 days.**
- **281 individual artists and creative practitioners.**
- **11,061 attendances across free and ticketed events and activities.**
- **Employment of 327 creative professionals and artists.**
- **Support from over 40 programme, community and business partners.**
- **Participation from over 898 people, including 69 volunteers.**
- **Media and advertising campaign reaching over 18m people.**
- **Estimated £987,948 in local economic benefit.**

To deliver the Festival, producer Findhorn Bay Arts developed a range of working partnerships, collaborating with funders, business sponsors, local hospitality businesses, community groups, cultural organisations, third sector groups, heritage organisations, venues, schools, local artists, event management and production teams, and a team of volunteers largely drawn from the local community.

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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

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

Events like the Findhorn Bay Festival play a valuable role in showcasing our local art, culture, and heritage within the region. They also provide a platform for bringing together both local communities and visitors from different parts of the UK and even beyond.

Gemma Cruickshank, Chief Executive Officer, Visit MoraySpeyside

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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 Festival plays a pivotal role in showcasing both national and international artists whilst providing a diverse range of cultural experiences for local and visiting audiences. The Festival's focus on supporting the communities of Moray aligns perfectly with our shared vision of nurturing and ultimately delivering a wellbeing economy.

Sarah Medcraf, Chief Executive Officer, Moray Chamber of Commerce

This is one of the best festivals in the north - it provides a series of excellent concerts and events and brings some of the finest artists in the UK to a wide geographical area in and around Findhorn Bay. Crucially it also supports the work of local artists. A highly professional, thoughtful and well-organised festival with a great community ethos.

Hamish Napier, award-winning Moray based multi-instrumentalist and composer

Findhorn Bay Festival, by growing capacity, and building relationships on the ground, and by generating a concentrated buzz of energy, offers a tremendous platform for growing the audiences of all the artists it programmes.

Karine Polwart, award-winning singer-songwriter

What Others Say About Us

Every experience was moving and reconnected me to the beauty of creativity and expression.

Audience member, Moray resident

Absolutely top quality and great value for money and brilliant friendly atmosphere.

Audience member, Glasgow resident

Each event was well organised, engaging, fun, entertaining and a great learning experience.

Local Primary School Teacher

Findhorn Bay Festival attracts a different crowd and brings people to the area that wouldn't normally be here.

Local Shop Owner, Forres

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Past Sponsors

We were delighted to support Findhorn Bay Arts and the Findhorn Bay Festival in bringing the Tall Ship, the Lady of Avenel, to Buckie. It was a wonderful opportunity to support our staff and community in Buckie and beyond with a worthwhile and visible project celebrating our connection with the sea.

Henry Angus, Export Sales Director, Associated Seafoods

Benromach is targeted at consumers who have a curious mind, who wish to seek out something that little bit different. We feel our match with the arts and opportunities to work with the Festival provides access to this type of consumer.

Ewen Mackintosh, Managing Director, Gordon & MacPhail

Such amazing quality, thoughtful programming and a Festival that so firmly places this corner of Moray on the map as one of the coolest spots in Scotland.

Jamie Whittle, Partner, R&R Urquhart LLP



Promotion of Your Investment

- The 2022 Festival saw approximately 21 items of printed media coverage and a launch event covered by STV News.
- The 2022 Festival saw approximately 15,800 unique website visitors and an estimated marketing campaign audience reach of over 18m.
- We have over 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 over £900K.
- Cultural events across Scotland are a booming industry - 2019 data show that around eight in ten adults (81 per cent) attended or visited a cultural event or place of culture over the past 12 months..
- Cultural events enable positive shared experiences, helping to support and promote Moray's wellbeing economy.

**CULTURE &
BUSINESS
SCOTLAND**



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
- Entertain clients and reward employees
- Show direct support for charitable arts organisation and wellbeing economy

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



Investing in Moray's Wellbeing Economy

Art and culture have a proven impact in changing lives, bringing people together and enhancing their physical and mental wellbeing.

Sponsorship of the Festival is a great way to invest in Moray's [wellbeing economy](#), while furthering your Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) objectives.

Through your sponsorship we can help you support your employees and their families with creative learning opportunities and memorable cultural experiences.

From bespoke art workshops to front-row seats at live performances, sponsorship comes with a range of benefits which can help your employees feel more valued, more creative and more productive.

Contact Festival Director Kresanna Aigner directly to discuss these and other opportunities (director@findhornbayarts.com).

Sponsorship Opportunities

Platinum Sponsor - £10,000

- Dedicated press release announcing partnership
- Opportunity to entertain clients at Festival opening and closing concerts
- Opportunities to display branding at key Festival venues
- Promotion of sponsorship through social media and email campaigns

- Logo placement on home page of Festival website
- Logo placement on front page of Festival brochure
- Full page advertisement in brochure (inside front page)
- Logo placement on e-marketing
- Logo placement on printed and digital advertising

- 20 free tickets for performances of choice (5 tickets per performance max)
- Corporate discounts for staff bookings
- Opportunity to deliver creative workshops for employees

- Invitation to press photocalls
- Invitation to VIP Festival reception
- Special mention at all Festival events
- Potential to match fund through Culture and Business Fund Scotland

Sponsorship Opportunities

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



Sponsorship Opportunities Bespoke

Window Wanderland

Become the headline supporter of our opening event on Forres High Street, featuring window art installations, live music, food and drink and special performances.

Concert for Moray Schools

Support the Festival to deliver an inspiring and unique experience for primary and secondary school pupils in Moray.

Schools / Community Transport

Help us bring members of a rural communities to our flagship events by supporting a dedicated transport service for the Festival.

Free Outdoor street theatre, visual arts and Circus Performances

Expect the unexpected as our troupe of circus performers take to the streets with pop-up performances across Forres and Findhorn.

Contact Festival Director Kresanna Aigner directly to discuss these and other opportunities (director@findhornbayarts.com).

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Contact

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