

# Edinburgh College Glow Festival

## Sponsorship Opportunities



#ECGlow





# Edinburgh College Glow Festival

**Edinburgh College's dazzling creative students will light up the city with a two month celebration of their luminous skills at this year's Glow Festival.**

Edinburgh College Glow Festival, now in its fifth year, gives Scotland's capital the chance to enjoy performances and exhibitions from students covering everything from music, theatre and dance to photography, sculpture and illustration. The festival of events shines a beaming light on the inspirational talent of our students and is a glowing testimony to the outstanding work they have accomplished throughout the year.

The Glow Festival runs throughout May and June with around twenty events taking place at a variety of arts venues across Edinburgh, plus the four college campuses in each corner of the city.

In 2017, over 6000 people attended 22 Glow Festival events. For 2018 we aim to increase not only the audience numbers but the overall awareness and Edinburgh College Glow Festival brand recognition by increasing our digital presence and distribution throughout Edinburgh.

Edinburgh College Glow Festival gives you the opportunity to support more than 3100 students studying Creative Industries at Edinburgh College. We would like to ask that you consider becoming one of our corporate sponsors for 2018 and help provide our accomplished students with the opportunity to showcase their talents to the world's stage. Enclosed in this pack are details of our sponsorship options for your perusal.

All design work and post production was conceptualised, created and executed by the college's in-house design studio. Photography and filming students from the Creative Industries curriculum area carried out all the work to deliver a portfolio of images to use through the campaign.

The Edinburgh College Glow Festival won Gold at the College Development Network Marketing Awards in the Design category in 2016.



# Gold sponsorship package £5,000

- Glow Festival will be titled in association exclusively with your company.
- Your company logo/name will feature as the exclusive sponsor of the Edinburgh College Glow Festival. This will appear on all printed materials as well as prominent digital and social media presence.
- A two month promotional campaign will be executed between April and June 2018 exclusively featuring your company/logo name within the Glow Festival brand.  
**This will feature but not limited to:**
  - ▶ Distribution of programmes across Edinburgh to the top arts and culture venues citywide.
  - ▶ Digital presence through social media, a dedicated webpage and regular email communications to more than 12,000 relevant email subscribers.
- Your company logo/name will also appear on two end-of-year graduate books used as important promotional tools for industry and recruitment.
  - ▶ HND Art and Design students graduate book, *EYE*
  - ▶ HND and BA Photography students graduate book, *Exposed*
- You will receive a prominent full page advert inside the Glow Festival programme.
- A dedicated Glow Festival webpage will be featured on the Edinburgh College website displaying your company logo/name.
- You will receive 2 complimentary tickets to any and all Glow Festival events of your choosing.
- You will receive an invite to the official Glow Festival launch event taking place in May 2018.





# Silver sponsorship package £500

- You will receive a full page advert inside the Glow Festival programme.
- Your company logo/name will also be included on the inside front cover of the Glow Festival programme.
- You will receive an invite to the official Edinburgh College Glow Festival launch event taking place in May 2018.
- You will receive 2 complimentary tickets to a Glow Festival event of your choosing.
- A two month promotional campaign will be executed between April and June 2018. On social media your company will be mentioned as one of our valued supporters.
- A dedicated Glow Festival webpage will be featured on the Edinburgh College website. Your company will be profiled and linked to your own website.





# Bronze sponsorship package £250

- You will receive a half page advert inside the Glow Festival programme.
- Your company logo/name will also be included on the inside front cover of the Glow Festival programme.
- You will receive an invite to the official Edinburgh College Glow Festival launch event taking place in May 2018.





# Artwork dimensions

## FULL PAGE ADVERT:

Size: 193 x 131mm  
CMYK colour  
300 dots per inch  
No crop marks

## HALF PAGE ADVERT:

Size: 92.5 x 131mm  
CMYK colour  
300 dots per inch  
No crop marks

Full resolution images and logo required.

To discuss sponsorship options please contact Andy Duncan on: **0131 535 4806** or [creativeindustries@edinburghcollege.ac.uk](mailto:creativeindustries@edinburghcollege.ac.uk)

Standard payment terms are 30 days from invoice.

[edinburghcollege.ac.uk/glow](http://edinburghcollege.ac.uk/glow)

