

ICE

INTERNATIONAL CERAMICS FESTIVAL

GWYL RHYNGWLADOL SERAMEG

**CORPORATE
SPONSORSHIP**

VERSION 1.0

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01

THE ICF STORY

WHO WE ARE

**ICF IS A PREMIER EUROPEAN
BIENNIAL CERAMICS FESTIVAL
HOSTED AT THE UNIVERSITY OF
ABERYSTWYTH**

WHAT DO WE DO?

ICF is a platform for world-class international ceramic artists.

Creativity and Innovation are at the heart of the festival each year. We strive for authenticity and aim to make the event as accessible for local community as possible.

We have exhibitions, trandstands, education workshops, competitions, local art selling oportunities, a lecture series, nighttime entertainment & much more.

With a growing broad audience from across Wales, the UK, Europe and the world, ICF puts Aberystwyth on the map every 2 years.

The people who come to ICF vary from students, accademics, international ceramic artists, hobby potters, galleries, brokers and those who wish to experience more ceramic art.



WHAT OPPORTUNITIES CAN WE OFFER?

With over 1500 people visiting from Aberystwyth - Australia, ICF is the perfect opportunity to get your brand seen by invested, valuable potential customers. Whether you are a local restaurant, or an international energy brand sponsoring the festival is likely to be a highly successful investment.

You can support the arts, local and national education and new talent whilst gaining income, views and building your brand awareness to an active audience.

With an average spend of £500 per person on the weekend, we are keen to support local and national industry with our festival.



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SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

PARTNERSHIPS

**MAKE LIFE EASY AND GET THE MOST
OUT OF YOUR ICF INVESTMENT**

PLATINUM PARTNER

Cost: from £5,000+*

Worth: £8,000+

- **LOGO PLACEMENT**
Prominent display of the company logo on all festival materials, website, and signage.
- **TRADE STAND**
Double Centre Stand in prominent position
- **ADVERTISING**
Full-page advert inside the cover of the festival programme.
- **EVENT SPONSORSHIP**
Naming rights to a major event.
- **FESTIVAL PASSES**
Multiple complimentary full-festival registrations.
- **SPEAKING OPPORTUNITY**
Keynote speech or featured speaker slot.
- **NETWORKING**
Invitations to receptions and networking events.



*Based on average price for all items

GOLD PARTNER

Cost: from £2,000*

Worth: £3,100+

- **LOGO PLACEMENT**
Significant display of the company logo on festival materials, website, and signage
- **TRADE STAND**
Single Centre Stand in prominent position
- **ADVERTISING**
Full-page advert in the programme
- **EVENT SPONSORSHIP**
Sponsorship of festival workshop, kiln or similar
- **FESTIVAL PASSES**
Several complimentary full-festival registrations
- **SPEAKING OPPORTUNITY**
Featured introduction slot or panel participation
- **NETWORKING**
Invitation to selected VIP events



*Based on average price for all items

SILVER PARTNER

Cost: from £1,000*

Worth: £1,400+

- **LOGO PLACEMENT**
Significant display of the company logo on festival materials, website, and signage
- **TRADE STAND**
Single Centre Stand in prominent position
- **ADVERTISING**
Full-page advert in the programme
- **EVENT SPONSORSHIP**
Sponsorship of festival workshop, kiln or similar
- **FESTIVAL PASSES**
Several complimentary full-festival registrations
- **SPEAKING OPPORTUNITY**
Featured introduction slot or panel participation
- **NETWORKING**
Invitation to selected VIP events



BRONZE PARTNERSHIP

Cost: from £750*

Worth: £1,025+

- **LOGO PLACEMENT**
Display of company logo when mentioned on the website and in the programme.
- **TRADE STAND**
Single Stand Location
- **ADVERTISING**
Full-page advert in the programme
- **EVENT SPONSORSHIP**
A lecture or smaller competition
- **FESTIVAL PASSES**
Two complementary passes.
- **NETWORKING**
Invitation to selected VIP events



03

TRADE STANDS

CENTRE - DOUBLE SIZE

£1200

A central position with 360 access.

4m on all sides.

CENTRE - SINGLE

£800

A central position with 360 access.

2m on aisles 4m depth.

SIDE - DOUBLE

£800

Against the side of the marquee.

4m frontage. 1-2m depth

SIDE - SINGLE

£500

Against the side of the marquee.

4m frontage. 1-2m depth

SIDE - HALF

£300

Against the side of the marquee.

4m frontage. 1-2m depth



04

ADVERTS

BOOKLET ADS.

We produce a programme booklet which is distributed to 1000 attendees, almost all of whom are active ceramicists.

Our attendees are actively looking for great deals, quality products and advancing their own practice.



FULL PAGE ADVERT
- PRIME LOCATION
£500

FULL PAGE ADVERT
£400



HALF PAGE ADVERT
£250



QUARTER PAGE ADVERT
£175

Logo when mentioned | £100
(Must be bought with another product)

PRICES

PARTNERSHIPS

ITEM	COST
Platinum Partner	£5000+
Gold Partner	£2000
Silver Partner	£1000
Bronze Partner	£750

EVENTS

ITEM	COST
Internat. Demonstrator	£1000
Europe Demonstrator	£750
UK Demonstrator	£500
Lecturer	£350
Panel Discussion	£350
Competition	£500
Evening Entertainment	£2000
Kiln	£750
Spectacle Kiln	£1500

TRADE STANDS

ITEM	COST
Double Stand Centre	£1200
Single Stand Centre	£800
Double Stand Side	£800
Single Stand Side	£500
Half Stand Side	£300
Table	£10
Chair	£3
Electric	£45

ADVERTS

ITEM	COST
Prime Full Ad.	£500
Full Page Ad.	£400
Half Page Ad.	£250
Quarter Page	£175
Logo Usage	£100/usage
Featured Hotel	£50/month

TO EXPRESS INTEREST

Cat Gardiner
Festival Administrator
Email: administrator@icfwales.co.uk