



Slough Mela 2024
The Slough Mela Sponsorship opportunities

SUNDAY 15th SEPTEMBER

Upton Court Park

Slough Berkshire

SL3 7LU

Event Organised by Bright Star Events C.I.C



Introduction

- An opportunity exists to be associated with a huge music festival in Slough as it returns after many years.
- Attracting up to 30 000 visitors into the heart of Slough.
- Catchment includes Slough, Windsor, Maidenhead, Heathrow, West London,. Past events audiences have trekked in from Wales, Scotland and East London to attend the event.
- Demographics is largely families 60% and 40% 21 – 45 year olds
- The Slough Mela is a well known brand and known for its well known huge attendance and fantastic attractions.
- The main music stage will host some of the UK's biggest and best artists, quality local acts as well as renowned international artists from the Asian music industry.
- **55,697 (39.73%)** of the population identified as Asian. Slough has a higher percentage Asian population than the average for England (7.82%).



Slough Mela

Headline Sponsorship

- As a title or presenting sponsor to the festival you will enjoy the very best branding throughout the show site on the day as well as inclusion of all marketing 2 months leading up to the show.
- 8 weeks of branding included on all social media adverts, press releases, TV and Radio.
- A 6mx3m' marquee will be provided for marketing your company and its products.
- A space on the event website for your company logo will be added.
- Your logo will appear on all social media platforms associated with the event throughout 8 weeks prior to the event date.
- Logo included if billboards are taken up.
- Your banners around the show ground in pre agreed sites.
- To be included in all press coverage.
- Live On Stage mic accreditation throughout the day.
- To be accredited with SM on press releases.
- To be part of one of UK's biggest Mela festival.
- Branding on main stage LED wall throughout the day.
- Allow giveaways to enhance community engagement.
- 2 Branded beach flags
- Included on Slough Mela media back drop.
- Captive Audience exposure for 8.5 hours.



SM GOLD Package

- As a Gold sponsor to the festival you will enjoy branding at various main points of the show site on the day, You will also enjoy branding on various marketing platforms advertising the event.
- A 3mx3m marquee will be provided for marketing your company and its products.
- A space on the event website for your company logo will be added.
- Your logo will appear on all social media platforms associated with the event throughout 45 days prior to the event date.
- Your banners on 2 pre agreed locations..
- Live On Stage mic accreditation throughout the day.
- To be accredited with SM on press releases.
- To be part of one of UK's biggest Mela festival.
- Included on Slough Mela media back drop.
- Branding on giant main stage LED wall.



SM SILVER Package

- As a Silver sponsor to the festival you will enjoy branding at various main points of the show site on the day, You will also enjoy branding on various marketing platforms advertising the event.
- A 3mx3m space will be provided for marketing your company and its products.
- A space on the event website for your company logo will be added.
- Your logo will appear on all social media platforms associated with the event throughout 30 days prior to the event date.
- Banner on Fence.
- Live On Stage mic accreditation throughout the day.
- To be accredited with SM on press releases.
- To be part of one of UK's biggest Mela festival.
- Branding on giant main stage LED wall
- On Media Back drop.



SM Artist Sponsorship

Sponsor our high profile artists

- Sponsor our headline act, receive full credits on the LED Wall whilst the artist performs.
- Receive Full social media credits for your business as well as when the artist performs as a sponsor of the act leading up to the event.
- Headline Artist Sponsor - [Your logo throughout the performance on display of act on screen]
- A List artist sponsor
- B List artist sponsor Be part of one of UK's biggest Mela festival.
- Branding on giant main stage LED wall throughout the day.
- All Acts to be confirmed 30 days prior to event.

SLOUGH MELA 2024

- Is set to be the biggest this year.
- The line up will include top line British Asian Music Acts.
- SM will be advertised nationally.
- SM will be affiliated with all major media platforms
- SM has attracted over 30 000 visitors +
- SM gives you an opportunity to get your message to a highly captive audience.



SLOUGH MELA 2024

Contacts

Organisers:

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[Visit www.sloughmela.co.uk](http://www.sloughmela.co.uk)