

Sponsorship Opportunities

The North Atlantic Fiddle Convention is a unique globe-trotting event for lovers of fiddle music and dance. It is an exhilarating festival, celebrating and showcasing the very best of fiddle and dance styles from around the North Atlantic seaboard, alongside an international symposium that attracts some of the world's top minds working on related research.

Building on the great successes of NAFCo 2001, 2006 and 2010 in Aberdeen, as well as international events in Newfoundland (2008), Ireland & Northern Ireland (2012) and Cape Breton, Nova Scotia (2015), NAFCo will return to Aberdeen from 11–15 July, 2018.

Appropriately based in North-East Scotland, noted for its outstanding tradition of fiddle playing and composition, NAFCo will acknowledge centuries of cultural exchange in which the northern seas have always been corridors through which cultures developed their distinctive but related musical traditions. This creative process continues apace as styles and influences ebb and flow between the old world and the new, between north and south, between time-honoured custom and modern innovation. Aberdeen, as seaport, airport, and high-tech centre occupies a pivotal position in this dynamic interchange.

NAFCo 2010 in Aberdeen welcomed around 15,000 visitors, and NAFCo 2018 will once again present a packed programme of more than 150 events by some of the world's finest musicians and dancers, Showcasing local, national and international artists representing music and dance traditions from Scotland to the Baltic, throughout Scandinavia and down the continent to Spain, from Ireland to Canada and the USA, as well as international traditions celebrated in the UK.

The beauty of NAFCo is the variety and accessibility of the events—emerging performers will share the stage with internationally renowned artists; workshops will range from absolute beginner to advanced masterclasses; and there will be an extensive programme of free events for all ages. Expect ceilidhs and talks, film screenings and sessions, club nights and pop-up gigs, busking trails and international concerts, an international youth fiddle camp, a family-friendly Festival Club, and so much more.

NAFCo 2018 will bring a large and varied programme to venues and community spaces around Aberdeen and Aberdeenshire, from Aberdeen's flagship venues His Majesty's Theatre and The Lemon Tree, city centre open air locations, and the mediaeval campus of the University of Aberdeen, to village halls, historic buildings, and community spaces of Aberdeenshire, creating a unique region-wide buzz.

Elphinstone Institute, MacRobert Building, University of Aberdeen, Aberdeen AB24 5UA

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Website: www.northatlanticfiddle.com Email: nafco@abdn.ac.uk

NAFCo 2018 audiences and participants will come from a wide range of social groupings, from Aberdeen, the North-East, and elsewhere in Scotland, as well as from other parts of the UK and abroad. We hope to reach new audiences for traditional music including the young.

The North Atlantic Fiddle Convention will benefit Aberdeen and the North-East by:

- Celebrating the North East's cultural assets and highlighting the region's rich cultural landscape.
- Raising its profile as a centre for the traditional arts.
- Raising its profile as a desirable place to live, work, study and visit.
- Encouraging 15,000+ visitors – local, national and international – to extend their visit to the city and region.
- Providing musical opportunities for young learners and lifelong learners
- Enriching the cultural and educational life of the city and North-East Scotland.
- Attracting new visitors to local arts venues and community spaces.
- Raising national and international awareness of Aberdeen as a cultural city.
- Creating a city-wide buzz around this world-class event.

The North Atlantic Fiddle Convention is about cultural exchange, learning opportunities, developing international connections, and celebrating artistic excellence and diversity.

Reviews from NAFCo 2010 in Aberdeen:

'I can't recall ever enjoying myself so immensely at a conference or a festival. My only regret is that they haven't yet perfected human cloning, as I wanted to be several places at once.' (American conference presenter)

'As a local resident (Tarves) I am delighted that you have been able to attract such a body of talent to our home area. It feels a real privilege to have shared their enthusiasm in workshops and of course to applaud their public performances. I thank you all most sincerely.' (Visitor from Aberdeenshire)

'I have never been so near to heaven in my life.' (Member of audience at Cowdray Hall)

'A most enjoyable feast of international traditional music and dance. Some nationalities of which I have seen for the first time. I am delighted to have been a small tourist part of NAFCo and can only say congratulations to all involved in the organisation of the event.' (Visitor to Aberdeen)

We hope that your organisation will support the Convention, and we would be pleased to discuss any sponsorship opportunities you feel might be appropriate. We anticipate the North Atlantic Fiddle Convention 2018 to be one of the most exciting events of the summer, and hope that you will be as inspired as we are to help make this year's convention the best yet.

The North Atlantic Fiddle Convention 2018 presents a unique opportunity to include your organisation in a high-profile cultural event. We hope that you will support the Convention, and we would be pleased to discuss any other sponsorship opportunities you feel might be appropriate. Please contact:

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Major Sponsor

From £5,000

3 Opportunities available:

Headline Sponsor

Festival Hub Sponsor

Youth Fiddle Camp Sponsor

As a Major Sponsor of the North Atlantic Fiddle Convention 2018, your support will be designated towards a remit of your choosing. You will benefit from enhanced exposure through event publicity, acknowledgment of support on marketing materials and during the Convention, as well as unique hospitality opportunities. Major Sponsorship benefits include:

Media Exposure

- Dedicated press release with regard to your company's support of the Awards as the headline sponsor.
- Dedicated social media announcement of your company's support as headline sponsor via both Twitter and Facebook.
- Corporate logo printed on all press releases issued to national and international press
- Announcement of your lead sponsorship at press launches and opening events

Acknowledgement of Support

- 'Meet the sponsor' profile included in an e-shot to our festival database.
- Your corporate logo on full-colour cover of NAFCo 2018 programme
- Prominent logo branding on the homepage of the NAFCo 2018 website with supporting hyperlink.
- Logo on 25,000+ pieces of NAFCo promotional material, including venue pop-up banners, email marketing, printed publicity and the NAFCo 2018 Souvenir Programme.
- Advertising opportunity within Souvenir Programme.
- Verbal announcement and introduction of your support for the event at all concerts by MCs.

Branding Opportunities

- Opportunity for front-of-house display facilities at Convention venues
- Branding opportunity at press launch and opening events
- Display of up to three pop-up banners in prime locations at NAFCo 2018, including the Festival Hub @ The Lemon Tree (sponsor to provide banners).

Staff Benefits

- Complimentary tickets to attend the Gala Concert at His Majesty's Theatre on Saturday 14 July, with optional corporate hospitality package.
- Complimentary tickets to other events of your choosing.
- Invitation to opening reception at Aberdeen Town House and Gala Reception at HMT.
- Unique opportunity for workplace lunch-time concert.
- Ticket reservation discount code available to all employees.

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Individual events at the North Atlantic Fiddle Convention will showcase a range of artists, highlighting a variety of themes and targeting specific audiences: Families, young people, students, local community members, and national and international tourists.

Sponsors are invited to support a venue, an event, or a programme strand. We would be happy to find an event or location that attracts the audience you want to reach and helps fulfil your corporate social responsibility remit.

Opportunities include:

- **Venues:** Sponsor all of the events in a particular venue, such as workshops in the Anatomy Rooms, Late Nights at the Blue Lamp, or one of our workshop/concert days at a location in Aberdeenshire: Banchory, Banff & MacDuff, Ballater, Fraserburgh, Garlogie, Glenbuchat, Haddo House, Huntly, or Grassic Gibbon Centre.
- **Individual Events:** Including the opening night concerts, concerts around Aberdeenshire, and the Gala concert at HMT.
- **Event Series:** Support a programming strand of NAFCo 2018. Youth Fiddle Camp, Fiddle Talks, Film screenings, Dance workshops, Afternoon concert series, Days Oot coach tours, #performingresearch commission, and more.

In return we will offer a range of benefits, subject to sponsorship level:

Acknowledgement of Support

- Your corporate logo on full-colour cover of NAFCo 2018 programme.
- Logo branding on the NAFCo 2018 website with supporting hyperlink.
- Opportunity for front-of-house display facilities at sponsored venue or event.
- Logo on 25,000+ pieces of NAFCo promotional material, including email marketing, printed publicity and the NAFCo 2018 Souvenir Programme.
- Recognition in programme next to sponsored event or venue.
- Advertising opportunity within Souvenir Programme.
- Verbal announcement and introduction of your support for the event or venue by MCs.

Staff Benefits

- Unique opportunity for workplace lunch-time concert.
- Ticket reservation discount code available to all employees.
- Invitation to opening reception at Aberdeen Town House and complimentary concert tickets to your sponsored concert/venue

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Additional Opportunities

Sponsor an Artist £500-£1,000

Appealing to individuals or organisations with a particular cultural interest, you can sponsor guest artist at NAFCo 2018. Your contribution will help offset travel, accommodation, and other associated costs.

Benefits include:

- Two invitations to our opening reception at Aberdeen Town House and Gala Reception at HMT
- Two tickets to the NAFCo 2018 Gala Concert at HMT.
- Two tickets to each of your sponsored artist's concerts, or up to 6 tickets for one concert.
- 10% discount code for NAFCo 2018 ticket reservations.
- Acknowledgement as a sponsor of the artist in the NAFCo souvenir programme and on the website.
- Acknowledgement in press and publicity relating to your sponsored participant.
- Your corporate logo in NAFCo 2018 programme and on the website.
- There may be an additional social engagement opportunity with your sponsored artists, depending on availability and scheduling.

Festival Supporter Up to £500 for organisations

We invite you to become a Supporter of the Festival, and help ensure the success of the North Atlantic Fiddle Convention. As a Supporter you will enjoy a variety of benefits, including:

- Your corporate logo in the NAFCo 2018 souvenir programme.
- Your corporate logo on the NAFCo 2018 website .
- Ticket reservation discount code available to all employees/members.
- Two invitations to our opening reception at Aberdeen Town House.
- Two complimentary tickets to a concert of your choosing.

In-Kind Sponsorship

We warmly invite organisations that can contribute in-kind services, such as publicity materials, travel, accommodation, catering, and merchandising. In return, you enjoy a variety of benefits comparable to the other sponsorship packages based on sponsorship level, including:

- Your corporate logo in the NAFCo 2018 souvenir programme.
- Your corporate logo on the NAFCo 2018 website.
- Ticket reservation discount code available to all employees/members.
- Invitations to our opening reception at Aberdeen Town House.
- Complimentary tickets to a concert of your choosing.

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