



COLMORE FOOD FESTIVAL 2026

Sponsorship Packages



BIRMINGHAM'S CULINARY SHOWCASE

Colmore Food Festival is back on Friday 4 and Saturday 5 July 2026 for its 13th year, continuing to connect thousands of visitors, live entertainment, and the city's vibrant food scene.

This is your chance to be part of it.

**COLMORE
LIFE**



WHAT IS COLMORE FOOD FESTIVAL?

A two-day celebration of food, community, and culture in the heart of Birmingham, brought to you by Birmingham Colmore.

- 30 local traders showcasing the best of Birmingham cuisine
- Tiered pricing to keep the festival accessible to all
- Live demo kitchen, entertainment, and workshops
- Fringe events, kids' hour, and on-site activations
- Community engagement with local organisations, including the Police Museum

Colmore Food Festival brings people together, creating vibrant experiences and meaningful connections for brands.

WHERE VISIBILITY TURNS INTO VALUE

From digital reach to on-the-day footfall, Colmore Food Festival generates powerful results for partners, traders, and the city.

These are the numbers behind our growing success.

Festival Attendance & On-Site Impact

- 75,000+ visitors over two days
- Traders reporting up to £10K in sales

Media Reach & Coverage

- 54 media pieces, reaching 1.5M+ people
- 124K+ impressions from the Sky TV campaign
- Colmore Life magazine: 5,500 distribution

WHERE VISIBILITY TURNS INTO VALUE

Digital & Online Performance

Website

- 16.6K landing page visits leading up to the festival
- 2.6K direct clicks to traders

Email

- Mailing list: 1.9K subscribers
- 36.3% average open rate
- 5% click-through rate



WHERE VISIBILITY TURNS INTO VALUE



Social Media Reach

Instagram

- 93.8K views in the lead-up to the festival
- Profile visits up 745%
- 7K followers

LinkedIn

- 5.6K followers

Facebook

- Birmingham Colmore: 1.3K likes
- Colmore Food Festival: 2.6K likes

X

- 10.3K followers

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**FOOD
FESTIVAL
2025**

Colmore BID, one of the UK's leading Business Improvement Districts, has announced the dates for its renowned Colmore Food Festival for 2025.

#BirminghamColmore
www.colmorebusinessdistrict.com
E: hello@birminghamcolmore.co.uk
T: 02055 555 555

Mock Up Colmore Food Festival Promotion Example



SPONSORSHIP PACKAGES

2026

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Exclusive Title Sponsor – £10,000

Prime Placement for Your Brand

- Festival titled: “Colmore Food Festival in partnership with [Sponsor]”
- Logo featured across all marketing materials: website, social media, press releases, digital screens, Colmore Food Festival magazine, and printed leaflets/flyers
- Prime branding position on the festival stage programme (directly in front of the stage)

High-Impact Media & Digital Exposure

- 2 collaborative Instagram posts from Birmingham Colmore
- 24-hour exclusive release window on major festival press announcements (e.g., trader line-up, special guests)
- Inclusion in TV, radio, and online media coverage
- Recognition in festival milestone announcements across social channels and special festival competition

On-Site Engagement & Activation

- Exclusive activation space on Friday for sampling, experiences, or promotional activity
- 5 minutes of stage time at the beginning of each day to address the audience and open the day, alongside stage mentions throughout the day

Extended Partnership Opportunities

- Opportunity to host a pre-festival fringe event
- Dedicated feature in Colmore Life magazine

Colmore Life Food Festival Magazine Sponsor (Optional Add-On - £2,000)

- Advert and branding in the festival mini-magazine (recipes, interviews, trader and entertainment schedules)
- 5,000 copies distributed to local businesses and festival attendees





Gold Sponsor £4,000

Brand Visibility

- Logo featured on the festival website, social media, and selected marketing materials
- Branding included on the festival map and directional signage

Media & Communications Exposure

- Mentions in press releases and the festival newsletter
- Recognition in festival milestone announcements across social channels

Custom Activation Opportunity

- Option to sponsor a specific entertainment segment, aligning your brand with festival moments that draw high engagement

Silver Sponsor £2,000

Brand Presence

- Logo featured on the festival website, social media, and selected marketing materials

Audience Engagement

- Opportunity to include branded items in festival goody bags, reaching every attendee

Digital Recognition

- Recognition in festival milestone announcements across social channels

Bronze Sponsor £500

Brand Presence

- Logo featured on the festival website

Digital Exposure

- Social media mentions and joint posts highlighting your brand

On-Site Recognition

- Inclusion in sponsor thank-you social posts





FEATURE SPONSORSHIP PACKAGES

2026

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Chef's Demo Kitchen Sponsor – £8,000

- Signage and branded backdrops at the demo kitchen
- Mentions during live demonstrations
- Requires approval from Paradise

Kids & Family Area Sponsor – £500

- Branding within the children's area
- Opportunity for child-focused activations and engagement





Media Sponsor – £1,000

- Dedicated feature article or interview with festival organisers, entertainment, or chefs
- Cross-promotion via festival media channels

Archway / Wayfinding Installation – £1,000

- Placement between Chamberlain and Victoria Square to guide visitors to the demo kitchen
- Can be customised as a photo opportunity or alternative installation (to be discussed with the Colmore team)

Please note with all Sponsorship Packages: Benefits are subject to contract completion and campaign deadlines. Should a sponsor join later, we will tailor the package and pricing to ensure fair value.

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BE PART OF COLMORE FOOD FESTIVAL!

Get in touch

kelsey.dwyer@colmorebid.co.uk

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