



COLMORE FOOD FESTIVAL 2027

Sponsorship Packages



BIRMINGHAM'S CULINARY SHOWCASE

Colmore Food Festival is back on Friday 2 and Saturday 3 July 2027 for its 14th 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.

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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, the curators of Colmore Life.

- 32 local traders showcasing the best of Birmingham cuisine
- Taking place in Victoria and Chamberlain Square
- 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

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 the 2026 edition.

Festival Attendance & On-Site Impact

- 60,000+ visitors over two days
- Traders reporting up to £10K in sales
- 98% of attendees would recommend the food festival

Media Reach & Coverage

- 35 media pieces
- Colmore Life magazine: 5,000 distribution in the local area

WHERE VISIBILITY TURNS INTO VALUE

Digital & Online Performance

Website

- 24.2K visits to the festival event landing page in the 2 months leading up to the festival

Email

- Mailing list: 3.5K subscribers
- Food festival focused mail shots earned a 39.8% average open rate





WHERE VISIBILITY TURNS INTO VALUE

Social Media Reach

Instagram

- 11.6K followers
- 1.53M impressions achieved by our 2026 food festival Meta campaign

LinkedIn

- 7.2K followers

Facebook

- Birmingham Colmore: 2K followers
- Colmore Food Festival: 2.7K followers

X

- 10.4K 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: 05055 555 555

Mock Up Colmore Food Festival Promotion Example



SPONSORSHIP PACKAGES

2027

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Exclusive Title Sponsor – £15,000

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 and printed leaflets/flyers
- Prime branding position on the festival stage programme (directly in front of the stage)
- Logo placement on festival dressing
- Opportunity to include branded items in festival goodie bags

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 any TV, radio, and online media coverage secured
- 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 £6,000

Brand Visibility

- Logo featured on the festival website, social media, and selected marketing materials
- Branding included on the festival map and directional signage
- Opportunity to include branded items in festival goodie bags

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 £3,000

Brand Presence

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

Audience Engagement

- Opportunity to include branded items in festival goodie bags

Digital Recognition

- Recognition in festival milestone announcements across social channels

Bronze Sponsor £800

Brand Presence

- Logo featured on the festival website

Digital Exposure

- Social media mentions and joint posts highlighting your brand





FEATURE SPONSORSHIP PACKAGES

2027

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Chef's Demo Kitchen Sponsor – £8,000

- Signage, screens and branded backdrops at the demo kitchen
- 1 x dedicated collaborative social post
- 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
- 1 x dedicated collaborative social post





Media Sponsor – £1,000

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

Archway / Wayfinding Installation – £4,000

- 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

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