

Lichfield  
Arts

# FUSE festival

SPONSORSHIP  
OPPORTUNITIES



# About Fuse

Delivered by Lichfield Arts, Fuse Festival is one of the Midlands' most loved free community festivals, drawing tens of thousands to Lichfield's Beacon Park each summer.

For one extraordinary weekend, the park transforms into a celebration of local music, art, and creativity — alive with performances, workshops, and shared experiences for all ages.

But Fuse is more than a festival; it's a celebration of community.

Driven by connection, Fuse brings people together, champions local talent, and creates opportunities for everyone to take part — regardless of background or circumstance. Our mission is to build a playground of creativity where art, music, and community fuse into unforgettable experiences, all free, inclusive, and accessible to everyone.



# The Power of Fuse

Fuse is a spectacular three-day festival, but it's much more than that!

Beyond the summer celebrations in Beacon Park, Fuse runs a year long programme that supports emerging musicians, performers, and creatives through mentoring, workshops, and live opportunities that build skills, confidence, and careers offering hands-on experience that strengthens the region's creative workforce.

Sponsoring Fuse means investing in more than a festival weekend – it's a commitment to sustaining a vibrant, inclusive creative ecosystem that nurtures talent, inspires audiences, and connects the Lichfield community all year round.





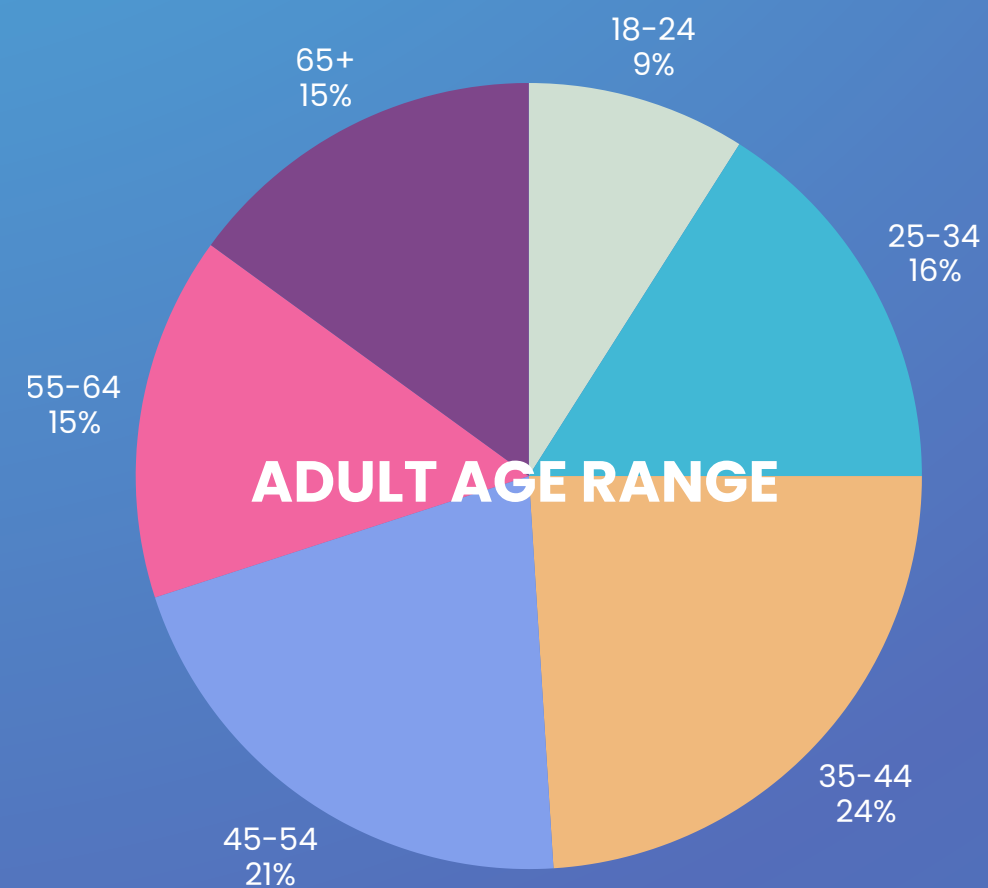
# Experience the Magic!

Dive into the Fuse 2025 experience! Watch the Official AfterMovie [here] and discover the creativity, energy, and community moments that make our festival unforgettable.

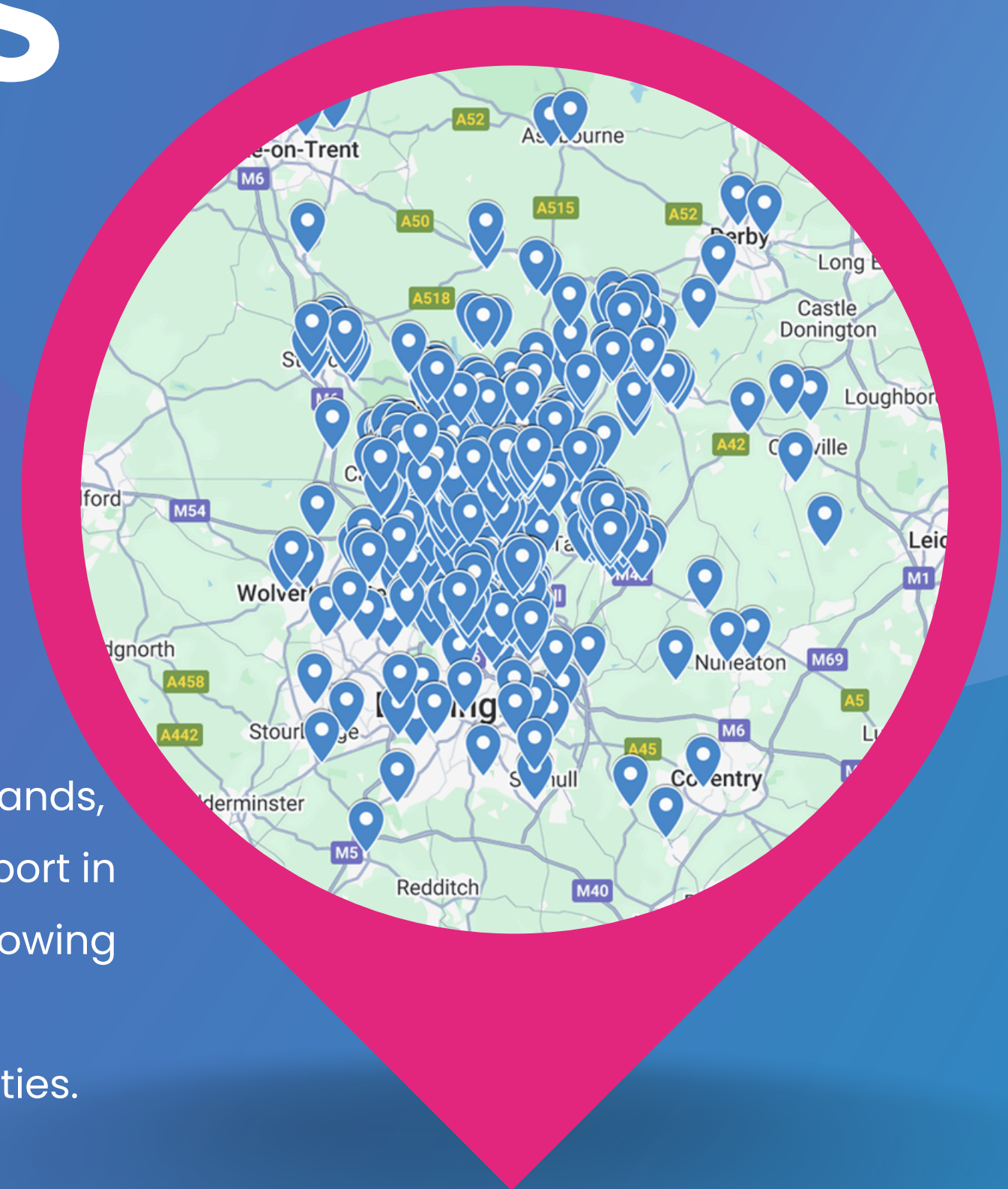
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si=hsIXNHdYkbVTNtLm](https://youtu.be/-5hIMtSRSbM?si=hsIXNHdYkbVTNtLm)

# Our Audiences

Fuse Festival brings together a vibrant mix of families, professionals, creatives, and community-minded people from across the Midlands — a truly intergenerational audience united by a shared love of live music, art, and culture.



Our data shows that audience is expanding across the central Midlands, anchored by loyal support in Lichfield District and growing engagement from underserved communities.



# Leading The Way in Accessible Arts

Fuse leads the way for accessible arts and culture in Lichfield District, building on a long standing commitment to deliver a programme that is poverty-proof, inclusive by design, and shaped through ongoing dialogue with audiences, volunteers, and access advisors.

- Fuse is committed to free entry and creating actively inclusive supported opportunities.
- It provides volunteer training in disability awareness and inclusive support.
- It collaborates with specialist partners to develop provision for neurodivergent audiences, performers, and those with complex access needs.



# Sponsorship Benefits

Fuse Festival is fuelled by the passion and dedication of volunteers, with key leadership roles compensated modestly to ensure the event runs effectively. While the festival generates income through bar sales, trade pitch fees, and donations, rising costs make sponsorship more crucial than ever. This support is vital to keeping the festival free, inclusive, and accessible for all. In return, sponsors benefit from extensive brand visibility and engagement opportunities.

- **Create real community impact by supporting free access to arts and culture**
- **Brand visibility across print, digital, and live festival spaces**
- **Positive association with a beloved free event**
- **Access to a highly engaged, family-oriented audience of 15,000+**



# Opportunities

**Make your brand synonymous with community and creativity**

## **The Spark Partner – Presenting Sponsor (£7,500)**

- The festival's lead supporter – lighting the Fuse!
- Naming rights: "Fuse Festival 2025 – ignited by [Brand]"
- Headline visibility on banners, website, programmes
- Dedicated social campaign and VIP access
- Branded activation space on-site

## **Creative Catalyst Partners (£4,000 each)**

- Fuel the art, installations, and workshops that make Fuse unique
- Branding across our creative zones
- Social & PR features celebrating your contribution
- Co-branding on interactive workshops



## **The Green Fuse – Sustainability Partner (£3,000)**

### **Show your commitment to a greener Lichfield**

- Help keep Fuse eco-friendly and low-waste
- Co-branding on reusable cups, bins, and “Green Fuse” signage
- Recognition in all sustainability comms
- Option to lead a fun, family-friendly eco challenge

## **Community Heart Partner (£2,500)**

### **Open to all organisations looking to make a real community impact**

- Supporting inclusion, accessibility, and community participation
- Branding on access initiatives
- Recognition in all access comms
- Option to host our festival Recharge area

## **Spotlight Partners (£1,000 each)**

### **For those wanting meaningful visibility**

- Support the music
- Logo on small stage banners and artist posts
- “Supported by [Brand]” tag in the programme
- Meet-the-artist social features



# Other Opportunities

## **Sponsor the Festival Map (£1,000)**

### **Putting your brand directly in the hands of festival goers**

- Logo featured prominently on the printed and digital festival map
- Branding on the site orientation boards across the site
- Website mention
- Social media thank-you post

## **Festival Friends (£500)**

### **Join the Fuse family. Small contribution, big community impact**

- Logo on “Friends of Fuse” banners
- Website mention
- Social media thank-you post

## **Advertising Opportunities**

Advertise with us and reach thousands of engaged festival-goers who value creativity, community, and local culture – with a range of flexible opportunities available, speak to us today to discuss what works best for your brand.



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LET'S LIGHT THE FUSE TOGETHER!  
WE'D LOVE TO CO-CREATE A PARTNERSHIP THAT FEELS  
AUTHENTIC AND EXCITING FOR YOUR BRAND.

Contact: Festival Director Cathy  
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