

# ST MAGNUS INTERNATIONAL FESTIVAL

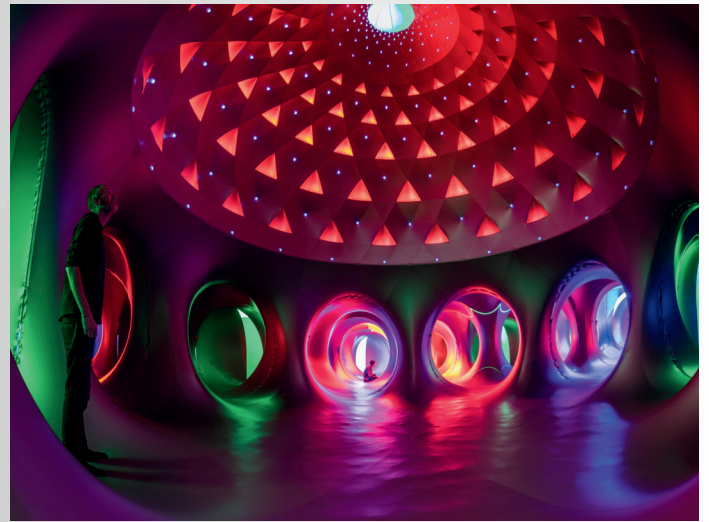
## SPONSORSHIP

2025



# St Magnus International Festival

St Magnus International Festival is a beacon amidst the summer arts festivals in Scotland. Now in its 49th year, it shines a light on the Orkney Islands and attracts visitors from around the globe as well as a large local audience. The festival is at the heart of the community and brings the local heritage, history, landscape and seascape to bear on an annual programme of 40-50 events. With a focus on music, the Festival is multi-arts and, in any year, can have a mix of concerts, cabaret, theatre, literary events, opera, ballet and site specific installations. The programme is world class and brings the best of the new talent as well as the internationally renowned to its stages. From Symphony Orchestras to ballet productions, exhibitions to outdoor extravaganzas, the St Magnus International Festival is a truly unique midsummer celebration.



The festival is regularly featured in news and features within both radio and tv broadcast media and the reach of the event through Social Media channels is significant. Over the last years the festival has featured in print media and garnered 5-star reviews for its programming and certain events. Each year is a unique offering and the Festival's Director is renowned for bringing new ideas to the fore and exploiting the place, Orkney, where they take place.



# Why not sponsor us!

Sponsorship packages are individually tailored to meet the needs of potential sponsors. They can include:

- an agreed number of free tickets for the sponsored event
- promotional opportunities at the event, including banners, posters and leaflets on seats
- acknowledgment in the Festival Ticket brochure, which is widely distributed and in publicity specific to the sponsored event, and on our website as a Festival sponsor
- The Festival also produces a luxury souvenir programme covering the whole event and this is available to all our audience
- other specific opportunities appropriate both to the event and to the sponsor's products and services.
- with agreement, events can also be flagged as sponsored within social media posting



## Sponsor in kind

Sponsorship does not always have to be writing a large cheque! We are happy to talk about opportunities that may be about giving the Festival discounted or free services relating to the sponsor's product e.g. travel assistance, food and drink product, waived venue fees. Within this option, the same benefits can be tailored as listed above. We like working in partnership with local and Scottish suppliers and are always mindful of investing back in our community.

# How much money makes a difference?

Our events range from small scale in interesting rural and unique venues to large scale productions and concerts. Levels of named sponsorship are very flexible, but some ideas or ranges are listed below. Opportunities to sponsor are always open to negotiation.



## Headline Sponsor

£40,000

## Large Scale Event

£5000 - 10,000

## Small Scale Event

£1000 - 5000

## Literary Talk

£500 - 1500



# Arts and Culture are part of the fabric of society and important to any community:

- enhanced well being
- participate in the arts
- build communities
- develop the economy
- encourage tourism
- reveal heritage, history, landscape
- showcase talent
- present the innovative and new



St Magnus International Festival has been inspiring, pioneering, intriguing, entertaining and educating for 49 years. Why not join the midsummer party and offer your support.

If you would like to be in touch about sponsorship please contact  
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[www.stmagnusfestival.com](http://www.stmagnusfestival.com) Charity No. SC011666

