

Getinvolved

Sunday Best
Present

a knees up from the team
behind Bestival

**CAMP
Bestival**

Curated by Rob da Bank

CAMP BESTIVAL 2010
30 JUL - 1 AUG



**WINNER OF
BEST FAMILY
FESTIVAL**
UK FESTIVAL
AWARDS 09

OVERVIEW

Re-writing the rulebook on what a family festival should be, the award winning Camp Bestival has turned the festival model on its head with their awe inspiring family shindig that puts little ones and their music-loving parents at the centre of the experience.

Set in the stunning grounds of Lulworth Castle in Dorset, the event is a feast of plenty for kids of both young and old. By day the spotlight falls on the Kids Garden, a veritable wonderland including 101 free things for kids to do. With everything from donkey rides to maypole dancing and knitting classes to circus school the little nippers won't know what's hit them - there's even a life size insect circus!

With the young explorers taken care of, the big kids can kick back and drift off in to the escapist world that Bestival has set as its trademark. Think day-beds and cocktails at the Pink Flamingo Bar or pitchers of Pimms on the castle lawn and for the more adventurous souls, there's dance classes galore at the Black Dahlia or tomfoolery of the highest order courtesy of our very own Bestival Blue Coats. It really is the most unique holiday camp you'll ever set your eyes on and that's before you consider the staggering line-up of amazing music-makers, lovingly curated by the formidable Mr. Rob da Bank.

Set in the shadow of the castle itself the main stage has so far been graced by musical legends such as Chuck Berry and Chic through to the breaking talent of Florence and the Machine and VV Brown. Throw in a supporting cast of hand picked party DJ's and you get a weekend of fun and frolics at the best family festival the UK has to offer.

STATS

- 3 days of mid-summer delights - 30 JUL - 1 AUG
- 15,000 adults + 8,000 young explorers
- Award winning - 'Best Family Festival 09' & 'Best New Festival 08'
- Curated by Radio 1's Rod da Bank
- Supported by Nickelodeon and The Sunday Times.

AUDIENCE

- Attracting a primary demographic of 25 - 40 yr olds looking for a festival experience that they can share with the whole family.
- Affluent ABC1's
- Primarily from London and the South

OPPORTUNITIES

- Arena Sponsorship
- Experiential
- Sampling
- Pourage
- Advertising

MUSIC

Previous acts include..... The Flaming Lipps | Chuck Berry | PJ Harvey | Chic | Will Young | Pheonix | Florence & the Machine | Erol Alkan | Annie Mac |

Plus - Hugh Fernly Whittingstalls River Cottage | The English National Ballet

2010 line-up to be announced in the coming months.

PRESS

'Camp Bestival kept children of all ages, even those in their 40s, in a state of perpetual delight. Which is, after all, the whole point.' **The Observer**

"Eclecticism stretched to its very limits... Rob da Banks exceedingly well pitched offshoot to Bestival" **The Guardian**

This is s a boutique party that redefines the parameters of "mini" and "family-friendly". **London Lite**

PREVIOUS PARTNERS

Nickelodeon | Penguin | Playstation | Sunday Times | Echo Falls | Bacardi | Tuborg | Kopparberg | Red Bull Cola | Bushmills | Fab Ice Cream

BECOMING A PARTNER

Our priority is to create partnerships that add value to all parties as well as the festival goer. We guarantee great return on investment as Camp Bestival is supported by a through the line marketing and PR strategy which puts your brand directly in front of thousands of music mad families. At key levels of partnership the listing and branding is carried on advertising, press and websites of the festival, your brand will benefit from huge awareness potential and the combine media value of all marketing and PR activity. Partnering with Camp Bestival aligns your brand with one of the most exciting music / lifestyle properties currently in the market place.

MARKETING & PR

- A & P schedule November 08 – July 09
- Strategic print advertising – Guardian, Observer, Time Out, Fact, Q, Mojo, Metro, Sunday Times Style + Key local titles
- PR announcements phased from Nov 09 (Full print, broadcast and online campaign)
- Added value competitions (tickets, VIP weekend packages, merchandise)
- 150,000 Camp Bestival flyers distributed at targeted gigs and stores across London and the Southwest.
- 80,000 Camp Bestival leaflets distributed at targeted family events in London and the Southwest.
- 2000 + Camp Bestival posters displayed at key venues / stores in London and the Southwest.
- Fortnightly mail out to opt in database of 50k +
- Ticket marketing and database activity via Ticketline and lastminute.com



FESTIVAL SNAPSHOT



“THE BEST
FAMILY
FESTIVAL OF
THE YEAR”



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