



SUSTAINABILITY FESTIVAL 2020

Across St Albans, Harpenden and the villages
Saturday 23rd May - Sunday 7th June

Business and Sponsorship opportunities



Sponsorship Packages



FESTIVAL MAIN COMMUNITY SPONSOR £1,000 PLUS - POA

- Exclusive opportunity for a maximum of 3 sponsors
- Logo on SustFest20 flyer sent to every household in St Albans District
- Full Page advert in the SustFest20 Event brochure x 10,000
- Main Sponsor to over 200+ SustFest20 events
- Branding on major promotions; festival banners, event posters
- Complimentary pitch at Market takeover
- Branding on website, unique festival blog and social media platforms

GOLD - FOR SPONSORSHIP OF £1,000

- Page advert in the SustFest20 Event brochure x 10,000
- Branding on website, unique festival blog and social media platforms
- Sponsor to 200+ events across the district

SILVER - FOR SPONSORSHIP OF £500

- Half page advert in the SustFest20 Event brochure x 10,000
- Logo and business name included on website as a sponsor

BRONZE - £250

- Quarter page advert in the SustFest20 brochure x 10,000
- Logo and business name included on website as a sponsor
- **Business Supporters:** £50 for line in brochure under: Business Supporters + listed on website.

We are always looking for community groups and businesses to host events as part of SustFest20. To get involved contact sustfest@sustainablestalbans.org

Can you offer a venue or offer us advertising space? Do you run a volunteers scheme for employees to help at SustFest20 stalls and events?



@SustFest20



@SustainableStAlbans



@SustFest

Energy | Food | Waste | Transport | Natural Habitats



SPONSOR SUSTFEST 2020

Put your business on the map as a local market leader in sustainability

The Sustainability Festival has grown in size and impact across St Albans District - including Harpenden and the villages - over the past 4 years. The climate emergency, the need to cut CO2 emissions, and to improve environmental sustainability is at the forefront of everyone's agenda.



 @SustFest20
  @SustainableStAlbans
  @SustFest

WHY SPONSOR SUSFEST2020?

SustFest2020 will have the highest profile yet reaching thousands of local residents.

- Show customers/stakeholders your commitment to improving your company's environmental impact and overall sustainability
- Get exposure at 200+ events across St Albans District
- Raise your business profile/Be seen as a community minded business

Every business wants their profile to reflect their concern and actions about the crisis.

Consumers are more educated about the environmental impact of human activity.

A 2014 global survey showed 55% of consumers willing to pay higher prices for goods/services from companies that have environmentally friendly business practices.



WHAT IS YOUR SPONSORSHIP USED FOR?

- Fund co-ordination of 200+ events
- Fund marketing/promotion of festival
- Educational workshops.

The festival is 100% funded by donations and charitable grants.



BUSINESS TIPS

Small Steps to Making Your Business More Sustainable
Do you have an environmental impact policy?

- Include a sustainability policy with an improvement plan.
- Cut out flying – use trains and public transport
- Replace long journeys with skype calls for meetings.
- Incentivise employees who walk, cycle, use bus/train or car-share
- Do you have lockable bike storage options?
- Change to a green energy supplier
- Check your boiler is energy-saving
- Reduce energy – get good insulation and keep your building draught-free.
- Does your workplace use LED lighting?
- Always recycle/reuse office furniture

Ditch disposables!

Help the environment by reducing waste – let's overcome our addiction to throwaway single-use products e.g. Ditch the single-cup pod coffee makers and use regular coffee in a recyclable tin.

- Provide recycling bins.
- Encourage employees to bring their own Refill cups/bottles
- Prohibit plastic bottles of water
- Use bulk condiment containers not single-use servings
- Compost kitchen waste to reduce #foodwaste
- Go paper-free/reduce paper usage
- Recycle all electronics

Do you have an eco-friendly procurement policy?

Source goods and services produced/supplied sustainably. Use local suppliers.

Make sure purchased goods:

- Are manufactured in a sustainable fashion
- Do not contain toxic materials or ozone-depleting substances
- Can be recycled and/or are produced from recycled or renewable materials
- Do not contain excessive packaging
- Are designed to be repairable and not "throwaway"

And the bigger step is to create a circular economy within your business: design out waste and pollution, keep products and materials in use.

By incorporating eco-friendly practices into your business, you are helping the bottom line as well as the environment!

