

CROXFEST



**OPPORTUNITIES FOR
EVENT SUPPORT**
2023

CROXFEST

9th September 2023



CROXFEST?

By way of background, Croxfest is a one day music and community event that has been held on The Green each September since 2010 (apart from a break due to Covid).

Each year a group of volunteers come together giving their time and expertise freely to

organise and run the event for the benefit of the wider community in Croxley Green. Each year the aim is to improve the scope and delivery of the event, not by making it bigger, but by making it better.

The organisers hope to inform and motivate individuals, companies, charities and groups to participate and support Croxfest as an event for the community, by the community, in the community.



CROXFEST

Who, what, when, how,
where, why, which...?

Who goes to Croxfest?

Croxfest is a free to enter event for everyone to attend, to come along with friends and family, find a spot, relax and enjoy a day of great music, activities, food offerings, commercial, charitable and good cause awareness stalls.



What can I do for Croxfest?

There are lots of opportunities to support Croxfest. For individuals, you can get involved in helping to organise the event, volunteer for the event even if it is just for an hour on the day, or if you would simply like to make a financial donation please refer to the funding channels we announce for any given year. Full details will be posted on www.croxfest.co.uk and our usual Croxfest social media platforms.

For community groups and charities, opportunities exist to attend the event with a stall to raise awareness of your cause to a significant audience of the community.

For companies of any size, the opportunity exists for sponsorship and supplier partnership status – Croxfest has particular needs each year that is not just about securing funding. That said the event costs c£25,000 to host so financial contributions are most welcome.



The Music

The music on offer is a central aspect of the day, ten acts are selected from applications that each year number up to one hundred. None of the acts are paid, they perform for free. We always aim to provide music from a wide range of genres so that all visitors have something to enjoy. They are usually tried and tested local bands or up and coming young acts that have all been experienced or auditioned by the Croxfest team.



Free to Enter

One of the fundamental principles of the event is to provide as much as possible for the audience for free. To date we have not had to charge an admission fee, and whilst we have a bucket collection on the day and we ask for contributions this is not mandatory for those attending. Our aim is to keep this approach for as long as possible.



CROXFEST

Who, what, when, how,
where, why, which...?

When is Croxfest?

The date for 2023 is the 9th of September

Where is Croxfest held?

Croxfest is held on The Green, Croxley Green,
Hertfordshire WD3 3HT



Which part of Croxfest requires my help?

All parts. Whilst the event takes place on one day in September, the organisers start planning in February and look to secure the funding for the event.

Please feel free to volunteer your services or ask us if we could use any specific skills you have or available time you can give or if you / your company / organisation can offer us financial or other support for the event.



When can I apply?

Now! To apply to support the event commercially, to volunteer, to apply for a stall, or as a supplier, or for band applications please use the email addresses at the end of this document. Send us a request and we will respond.



Why support Croxfest?

Simply, it is a great fun, free days entertainment for families and friends in a great setting on The Green. A day at the tail end of the summer to enjoy.

For companies, it is an opportunity to extend a considerable reach in to the community at an affordable cost level.

For charities and community groups, a chance to earn and or raise awareness of what you do in the community.

For individuals a chance to be part of a fantastic group of people, coming together to produce something memorable.



CROXFEST

Who, what, when, how,
where, why, which...?

How is Croxfest funded?

The event is run on a not-for-profit basis with any surplus generated retained in part to fund future years events and to provide donations to groups and charities who assist the event or are selected by the organisers as worthy causes. Over the years in excess of £6000 has been donated in this way.



Financial contributions are welcome from all. For companies we offer sponsorship opportunities, starting from £115 for a single banner, through larger side stage banner positions, to the largest back of stage rear facing 9m wide banner position. Packages can be designed for all budgets with options for audience interaction, giveaways, stall positions at the event, an online presence on the Croxfest website – see www.croxfest.co.uk and extensive social media reach via the Croxfest channels.



Non-financial support is also welcome. Croxfest has a list of items that it has to acquire to run the event including the hiring of a tail lift vehicle, the WC accommodation, skips, waste bins, signs, and purchasing consumables such as cable ties, volunteer and green room catering and provisions, even the loo rolls! Croxfest offers partnership status to those who can help us with our supplies.



CROXFEST ...the day...

There is considerable activity commencing with the site mark up on the Thursday evening before the event, and then The Green is transformed on the Friday with the stage building, fencing, lighting, control points, we're in fact everything apart from the stalls and the people!!



Saturday is an early start as the stall holders, activities, charities all arrive and are in place by 11am. The site is open to the audience from 11.30 am and the first note is struck at midday, from when it is virtually non-stop (15 minute band changeovers aside) until the last note is struck at 8pm.....whereupon the clean up commences.



Sunday morning sees everything packed away and despatched, with The Green litter picked by volunteers. At 1pm The Green reappears as if the event had never happened, at which point the volunteers usually head to the pub. Three short paragraphs above do not really do it justice, to see it in action come along and be part of it, you will get much more out of the event.



CROXFEST in numbers

To give everyone an idea of the reach of Croxfest, consider the following:

1 day festival **3** site entrance /exit points **10** music acts **£0** entrance fee

25 sponsors and partners (2022) **20** equipment and service suppliers

1 giant compere **over 80000** visitors across the day, audience peak of **10** charity/awareness stalls available 2023

2,266 facebook likes **35000** **11th** year

OVER 17000 person movements in and out of the site during the day **1770** and growing! twitter followers

34900+ twitter impressions (tweet interaction or engagement after the tweet has been delivered) **1000**s of photos on or linked via the CROXFEST website

more than **100** band applications each year **100** volunteers

97.9% positive feedback on the website over 10 years



CROXFEST

sponsorship, charitable and
commercial opportunities 2023

There are many different options to assist Croxfest as follows:

For companies,

Any, a combination, or all of the following can be accommodated.

- (i) Banner Advertising – a single banner position costs £115.. We have a standard specification of 3m x 1m and have a supplier who can reproduce your artwork. If you have your own banner already, not a problem – tell us the size and we will quote you a display fee. More than one? Ask us and we can provide alternative positions, numbers and costs. The Croxfest event has three entrances / exits on event day so plenty of scope for multiple banner positions. Contact us for pricing on the Side Stage Banners (3.3m x 2.2m drop) and the rear facing 9m x 3m stage banner.
- (ii) We can provide a pitch at the festival if a sponsor wishes to exhibit, interact with the audience, data collect etc. There are restrictions regarding canvassing the audience, leaflets etc, but talk to us and we can outline what is possible. We particularly like sponsor giveaways – bottles of bubbles preprinted with your logo with croxfest? Sunglasses? Lip balm? Ponchos? Sun hats? Balloons? Tell us your ideas.
- (iii) Commercial Stalls – Trading stalls are available for commercial traders.
- (iv) Non-stall sponsors – you don't have to have a stall to sponsor Croxfest. You do not need a banner. We can provide website coverage, linkage, social media etc etc We can build a package for any pocket.
- (v) Supplier / Partner status – for companies who can provide us with goods and services enabling us to run the event on a cost saving basis we offer supplier status coverage on our website and via social media. We need items from cable ties and tent pegs to a flat bed van for three day use.
- (vi) Food Stalls – we receive a significant number of enquiries regarding food stalls. We have up to 10 food stalls in attendance on the day. All food operators must be registered with their local authority, have food hygiene trained operatives, carry public liability insurance, and food hygiene certification.
As a policy we do not offer alcohol for sale at the event or allow sponsors to give away alcohol. The audience are free to bring their own food and alcohol.

Volunteers

Croxfest could not function without its volunteers. In excess of one hundred people are required to assist. Individuals can volunteer for an hour or more on the event day – to do so requires pre-registration via the volunteer email address given at the end of this document. For companies, and particularly those with

developed or developing Environmental Social and Governance Policies, what better way than to commit a few people to a fun event. Croxfest provides an opportunity to clock up those hours but more importantly give something back to the community and make some new contacts and friends.



CROXFEST

To contact Croxfest please use the following emails:

For sponsorship and partnership opportunities email

sponsors@croxfest.co.uk

For stalls, food, commercial, charity and awareness email

stalls@croxfest.co.uk

For volunteering, and ESG enquiries email

volunteer@croxfest.co.uk

For band applications email

bands@croxfest.co.uk

For all other enquiries email

eventorganiser@croxfest.co.uk

Croxfest is organised and run by
Croxfest Community Interest Company
a not for profit organisation.



CROXFEST

rocking Croxley in 2023