



MEDIA PACK

Advertising opportunities for one of the UK's largest and longest-running FREE food festivals

The Festival runs for 10 days across the last two weekends of September.

York City Centre





WELCOME!

York Food & Drink Festival has been running since 1997 to celebrate Yorkshire produce. It is a not-for-profit organisation and any money generated goes back into the festival to improve it year after year!

Michael Hjort, who trained in Roux Restaurants, has been Creative Director since 2004.

WHAT TO EXPECT

Over 100 diverse stands including hot street food, sweet treats and tasty beverages.

Daily demonstrations from celebrity chefs and local favourites. Previous demonstrators include Michelin Starred Tommy Banks, Andrew Pern & James Mackenzie, 'Great British Menu' contestants Bobby Geetha & Steph Moon and 'Great British Bake Off' winners David Atherton & Liam Charles. Plus unique demonstrations like the 'BBC Radio York vs York Mix Cook Off' and Ukrainian refugees making Borscht.

Events - dinners, workshops, masterclasses, tastings and competitions.

Live for St. Leonard's. Live Music in St. Sampson's Square and Parliament Street to raise money for St. Leonard's Hospice.

Food Factory: Free hands-on cookery activities in the Museum Gardens and St Crux Church Hall

Entertainment Marquee and York Gin Garden

WHAT MAKES US UNIQUE

Our aim is promote local food producers, independent restaurants and retailers in York.

TASTE TRAIL

Take a tour of York through samples of food. A booklet that when purchased allows customers to get samples and discounts from various cafés, shops and restaurants in York during the festival.

We have two trails:

The East Trail and **The West Trail** for exploring all areas of the city.

We also run a family oriented, designed for younger audiences.

SCHOOLS PROGRAMME

York primary school children can attend free hands-on cookery and food sustainability workshops. Each child leaves with a bag containing items they made in the workshop.

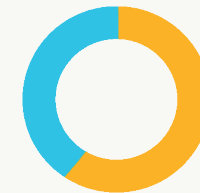
HIGHLIGHTING COMMUNITY

We prioritise local businesses and collaborate with York based brands like Brew York, York Gin & York Cocoa Works. We work with local charities and community groups e.g. Syrian Refugee group Yahala Mataam and Edible York.

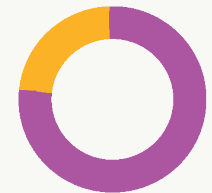
OVER £21,000 raised for St. Leonard's Hospice since 2022 as part of "Live for St. Leonard's" evenings of music

1200 spaces for KS2 children to attend our schools programme

400,000 footfall in markets across Parliament Street and St. Sampson's Square



66% Female



77% York Residents

an additional 50,000 footfall to York city centre

MAP KEY

- 1 2ManyWines
- 2 Biga+
- 3 Brew York
- 4 Dark Horse Espresso Bar
- 5 Divine Coffee
- 6 Good Food Shop
- 7 Karoo Bar & Kitchen
- 8 Little Blondie Bakehouse
- 9 Melk
- 10 Merchant Adventurers Hall
- 11 Middleton's Hotel
- 12 Millies
- 13 The Angel on the Green
- 14 The Chopping Block at Walmgate Ale House
- 15 Trinacria
- 16 YO31 Pizza
- 17 York Cocoa Works
- 18 Yuzu



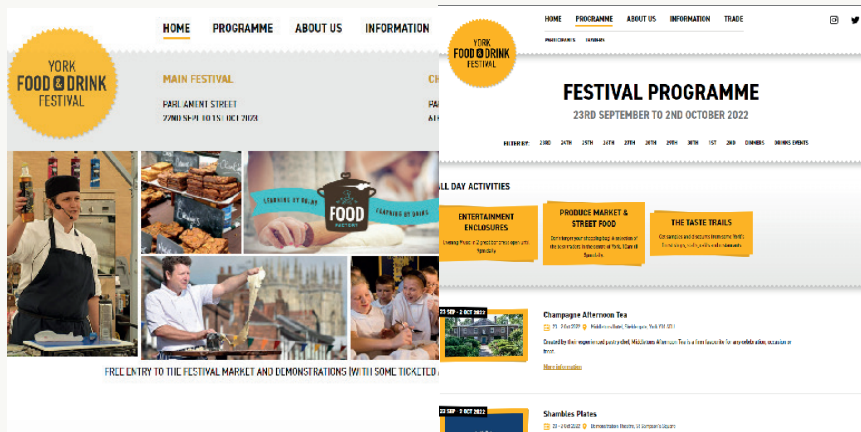
CASTLE TRAIL MAP



DIGITAL MEDIA

FESTIVAL WEBSITE & PROGRAMME

The website is the only place to see the full list of events and links to tickets. We experience 1500+ visitors daily during the festival period, with 85% visiting directly or organically.



SOCIAL MEDIA



8.5k+ Followers
Reach 174k



10.5k+ Followers
3k Impressions
per tweet



7k+ Followers
Reach 12k



7K+ on mailing
list

PRINTED MEDIA

FESTIVAL FLYERS

A free A5 booklet containing festival highlights, map & sponsorship advertisements
12,500 printed.

2000+ go in hands-on cookery/schools bags

8000+ are distributed to local hotels, B&Bs, tourist information, libraries, retailers, restaurants and cafés.

Remaining flyers are distributed across the festival site.



TASTE TRAIL BOOKLET

A stapled A5 booklet for those who purchased either the Castle or Minster Taste Trail containing food sample checklist & sponsorship advertisements
1000 of each trail printed (2000 in total)

3mx2m banners displayed at schools attending the School Programme
Pop-up banners at Food Factory Hubs
3mx2m banners on markets tent
Stickers

SPONSORSHIP

All sponsors are featured on our website, our social media posts and our e-shots.

Stand space for 10 days, 1 day or weekend(s) is available for sponsorship deals of £4000+

We're also happy to consider:

Joint advertising such as press adverts, interior or exterior of transportation e.g. buses/trains and on bus stops.

Celebrity Event Sponsorship



TYPES OF SPONSORSHIP

PRINCIPAL

Featured in all print and digital media including website homepage and on all bannerage.

Includes any other sponsorship listed if desired

National/ International Brands (£20,000)

Local/ Regional Businesses (£12,000)

BESPOKE

A specific area/theme (£4000-6000)

School's Programme & Food Factory

Demonstration Area

Taste Trails

A specific day/ event (£1000-1500)

Live Music at St. Sampson's Square or the Entertainment Marquee (Parliament Street)

PRINTED MEDIA ADVERTS

Quarter Page (£250)

Half Page (£500)

Full page (£900)

GET IN TOUCH

To discuss advertisement, sponsorship and any other queries you may have...

Email: admin@yorkfoodfestival.com

Phone: 01904 635149