
LAKE DISTRICT MUSIC SUMMER FESTIVAL 2024

ADVERTISING & SPONSORSHIP
OPPORTUNITIES

www.ldsm.org.uk

01539 266206

SEE

Every August hundreds of music lovers head to the serene Lake District to see the world's finest musicians in a summer festival like no other. With the morning mist rising off the lakes, the majestic contours of the hills and the breath-taking views atop their peaks, it's no wonder so many musicians, painters and writers found inspiration here.

HEAR

From string quartets to jazz and baroque specialists to world music, there's an incredible selection to choose from. But it's not just about listening to today's leading musicians, this is the place to get a first glimpse of the next big thing. We love the energy and passion young musicians bring to their art, and it's part of our DNA to support them as they start their careers.

EXPERIENCE

Explore our stunning natural surroundings, savour the food (only London has more Michelin-star restaurants), embrace the warm local welcome, enjoy the concerts, walks, workshops, family events, films, masterclasses, breathe in the fresh air, and feel re-energized.

**This year's festival runs from
26 July to 4 August 2024.**

LET'S WORK TOGETHER

Cumbria is full of artisans, manufacturers, bespoke services and culinary brilliance. We don't just want to champion the world's finest musicians, we want to champion the excellence that happens right here at the water's edge.

YES, WE'RE TALKING ABOUT YOU

We would love to partner with you, either through print and digital advertising, editorials and features, social media campaigns, sponsorship opportunities and more, so please read on to discover what we have to offer.

We'd be thrilled to hear how we can tailor our offer to suit your needs, just get in touch and we'll take it from there.

CONTACT

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PRINT ADVERTISING

Our most popular offering is advertising space is our annual Festival Brochure. This contains information on all our events, activities, concerts and how to book tickets. We print over 25,000 copies in May and distribute them via direct mail and racking services across Cumbria and the North West throughout June and July.

Festival Diary

Quarter Page	£100
Half page	£250
Full page	£400
Inside back cover	£450
Outside back cover	£500

Reservation Deadline

Monday 1 April

Artwork Deadline

Monday 8 April

Artwork Specifications

Quarter Page 93mm (w) x 65mm (h)
Half page 103mm (w) x 154mm (h)
Full page 216mm (w) x 154mm (h)

NB: dimensions include 3mm bleed

Book Now

DICKIE FELTON | 01539 266206 | dickie@ldsm.org.uk

If you are also interested in digital opportunities via social media, advertising alongside our streamed concerts and masterclasses, please get in touch and we will construct a bespoke package for you.

OUR AUDIENCE

From Keswick, Kendal, Ambleside and Windermere to Grasmere, Ulverston and beyond, we sell c.5,000 tickets each year during our August festival.

LOCAL CONNECTION

While Lake District Summer Music draws audiences from across the UK and further afield, a high proportion of our audience lives or owns a second home in Cumbria and the surrounding counties - just the kinds of people on the look out for home renovations and places to eat out.

REACHING OUT

Each year we produce around 30,000 items of print marketing, from season brochures, programme booklets and flyers. These are sent directly to our audiences, sold at our events or displayed in racking across Cumbria, the North West and London.

With monthly eNewsletters to our mailing lists, social media activity, editorials and a fast growing YouTube channel, we not only reach our dedicated local following but a broad international demographic who are on the look out for places to stay, eat and outdoor activities during their visit to our festival.

OUR AUDIENCE: IN FIGURES



165,000+ YouTube Views
1,000+ subscribers



3,500+
Email mailing list



4,000
Postal mailing list



900+ Instagram followers



1,900
Facebook followers



1,500
Twitter followers

SPONSORSHIP PACKAGES

Whether you are hoping to give back to the community, entertain clients, raise your brand's image, thank staff for their hard work, or anything else, we can tailor a package to suit your needs.

We offer a number of opportunities for businesses of any size to support our work in meaningful ways:

- Concert sponsorship
- Sponsoring masterclasses with aspiring young musicians
- Supporting workshops and family events for the youngest generations
- Sponsoring video footage of our masterclasses viewed by our international audience

This year we will continue to stream our masterclasses and select performances to our growing international following, offering an excellent opportunity to promote your brand to a wider audience.

BENEFITS

- Credit inside our printed materials & website
- Acknowledgements in our pre & post festival press releases
- Priority booking
- Advertising space
- Complimentary tickets & programmes
- Opportunity to meet the artists
- Social media shout-outs from musicians



THANK YOU

FOR FURTHER INFORMATION PLEASE CONTACT

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