



Brass Bands England presents:

Sponsorship and Advertising Opportunities



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

 Brass Bands England  @BrassBandsEng www.bbe.org.uk #betterbandingforall



Thank you for considering partnering with Brass Bands England. As you'll see from the rest of this pack, we have a wide range of dynamic events for you to showcase your offer as well as an engaged digital audience. Our sponsors are an integral part of BBE events, and we're always happy to explore package offers that work for your needs. You'll be working with an established UK-wide Membership organisation who is deeply rooted in community. With a secure, recognisable brand in the sector, we offer the opportunity for real collaboration to reach further.

Our **Events Manager, Jess** is here to you through the process and build an advertising offer that works for you.



jess@bbe.org.uk



attendly.com/bbe-jess

About BBE

Brass Bands England is a national charity (registered charity number **1148331**) which supports the estimated 30,000 brass band players in England.

Brass Band England promotes, represents and supports brass bands across the country. We are a voice for our bands and players, and we shout about the life-enhancing benefits of our culture.

Although we have only been known as BBE since 2013, for long before that we have been proving vital support for brass band and connecting communities.

We promote and share the brass band story and encourage the support of brass bands across the country.

515

Member organisations

600+

Individual bands

186%

increase since 2018

Community Engagement

BBE fosters collaboration among brass bands and encourages active participation within communities, leading to social, educational and artistic enrichment.

Advocacy and Campaigns

BBE leads campaigns to expand audience reach, gain broader support, and foster creative collaborations, elevating the influence of brass groups and preserve and forge a modern heritage of the brass band.

Our Impact

Public Understanding

BBE promotes the value of diversity of brass band engagement, advocating for its importance within society and our future heritage on a national scale.

Support Services

BBE offers vital support for volunteers, including finance, marketing, administration, musical development and regulatory compliance to empower community brass bands throughout the country for sustainable success.

Innovation and Collaboration

BBE promotes innovation and interdisciplinary collaborations, aiming to push artistic boundaries and enriching the brass band scene with diverse artistic expressions.

Partnership Opportunities

All prices referenced in this deck are + VAT



Event Advertising >£100+VAT



Digital Advertising >£150+VAT



Medium Tier Event Sponsorship >£275+VAT



High Tier Sponsorship >£850+VAT



Headline Sponsorship >£2,000+VAT

Digital Advertising

Our digital audience

The BBE website offers a unique mix of news, opportunities and resources for brass players of varying interests and specialisms. BBE's thriving Brass Foundations education programme engages with individuals of all ages. Advertising with BBE is an opportunity to target a highly relevant audience who are already looking for musical opportunities for their chosen instrument.



Website

32 % desktop
68% mobile or tablet

55% female
45% male
29% 18-34
38% 35-54
33% 55+



Social Media

9k+ Facebook followers
6k+ X (Twitter) followers 1.8k+
Instagram followers

Average 14% engagement rate
Monthly reach of 55k



Newsletter

7,500 subscribers

Distributed to players via 600+
band secretaries

Digital Advertising

£150 per option



Website Banner

On a key page of our website, chosen to fit your campaign, for one month Desktop: (728x90) and Mobile: 570 x 200 (if provided)



Website Feature

Appear in our Brass Band News area with an advertorial feature, competition, or offer.



Social

1 Instagram post
1 Facebook post
1 X (Twitter) post



Members Newsletter Feature

Landscape image and copy (up to 100 words). Can link to your own website or news item on the BBE site.



Newsletter Banner

Headline banner: 728 x 90 or
Banner ad: 570 x 200

Newsletter example



Members Newsletter Feature
Landscape image and copy (up to 100 words). Can link to your own website or news item on the BBE site.



Newsletter Banner
Banner ad: 570 x 200

Youth Champs



Reminder of new deadlines

We'd like to remind entrants of changes to the usual registration window. The application deadline will fall earlier than usual, with entries closing on Wednesday 31 December, or once places are filled.

[See the key dates](#)

Could you be an adjudicator for Youth Champs 2024?

Following the success of the adjudicator callout for this year's event, we're pleased to reopen the opportunity for Youth Champs 2024.

[Apply now](#)

Helping you **SHINE!** Books, apps and repertoire to support your next exam.

ABRSM

- ADVERTISEMENT -



Youth Fest 2025



Youth Fest (National Youth Brass Band Festival) is a **non-competitive brass festival** aims to celebrate success and participation in music. The event aims to inspire and engage young people in an inclusive environment, and encourage personal and musical progression. The event is open to bands of all standards, and takes place on a Friday to actively encourage participation from beginner school groups.

The 2025 event will take place on Friday 4 July at artsdepot, Finchley, offering ideal opportunities for partners wishing to advertise to the anticipated **300+** young people, **9** schools, **50 +** parents and **40** Music Education Hub or peripatetic staff.



Headline Sponsor £2,000

- // Headline sponsorship of the 2025 event, with first refusal rights for 2026 sponsorship
- // Banners placed in performance hall and audience entrance, and visible on photographs and recordings*
- // Video advertisement (up to 1 minute) played before each session*
- // Logo and link on Youth Fest web page and delegate programme
- // Exhibition stand at event
- // Option to give a short speech to open and close the event day
- // One leaflet to be distributed to each band in delegate pack*
- // Advertisement in pre-event communications, social media promotion and advertisement video

*if provided



Brass Band Week

SAT 5 - SUN 13 JULY 2025

BRASS BAND WEEK

Imagine a UK-wide festival of exciting brass band events for people of different ages, backgrounds and interests, offering the opportunity for new audiences to discover the joy of a brass band through hundreds of events in parks, concert halls and on local high streets.

The 2025 campaign will take place from Saturday 5 – Sunday 13 July 2025 across the UK offering ideal opportunities for partners looking for a large-scale advertising opportunities to the thousands of audience members at over 200 brass banding events.

The campaign was mentioned in local and national press including on Radio 1, 2 and 4.



Headline Bands Sponsor £5,000

// Logo on all band—facing graphics

// Logo, description and link on band-facing page

// Logo, description and link on band-facing promotional emails (HTML)

// Featured slot in band-facing promotional emails

// Mention and link on participant update email series (written) to 200+ event organisers

// Mention and link in all band-facing press releases

// Handout (flyer or other option to be provided by advertiser) in direct-mail of merch to participating bands who opt-in

// Advertisement in band support webinars in the run up to the campaign



Headline Audience Sponsor **£5,000**

- // Logo and link on public-facing graphics, including digital and print adverts
- // Logo on Brass Band Week bunting available to all participating bands
- // Mention and link on public-facing press releases
- // Mention, logo and link on all public-facing promotional emails
- // Content slots in public-facing promotional emails
- // Pop-up banners and other signage at significant events participating in the campaign

7 October 2023 /// University of Huddersfield

The Brass Band Conference 2023

Heritage and innovation

#BBConf23



The Brass Band Conference 2025

The Brass Band Conference

The **Brass Band Conference** and **Brass Band Awards** celebrate excellence and innovation in the brass band sector. Sponsorship of an award, or elements of the conference day will promote your brand to the brass band and community music sector through online and offline marketing campaigns run in conjunction with The Brass Band Conference and awards ceremony, marketing to delegates at the event and editorial coverage on the Brass Bands England website and members newsletters. In 2025, we celebrate the theme of **The Next Generation**.

Not only will sponsors be promoted to the anticipated **200+ live attendees**, many more delegates will be watching recorded session footage available to members after the event. 100% of conference attendees will receive a printed programme guaranteeing that your advert will be seen by all present on the day.

Join us on Saturday 27 September at Redhills Durham Miners Hall, Durham.



Headline Sponsor **£4,000**

// Sponsorship of the main hall featuring the Welcome address, Keynote speech, Panel discussion and breakout session.

// Banners placed in room and visible on photographs and recordings*

// Video advertisement (up to 1 minute) played before each Main Hall session*

// Full page advertisement in delegate programme

// Logo and link on conference web page and delegate programme

// Exhibition stand in conference networking area

// Two delegate invites to conference day and awards ceremony

// Acknowledgement in Welcome speech and introduction to Keynote address

// Advertisement in pre-event delegate communications and social media promotion

// Podcast Sponsorship - 6 episodes, 30-45 minute each on the theme of 'The Next Generation' including segments on your organisation, and advertising slots for all episodes.

// Sponsorship of 1 BBE award – options listed further down the pack.

*if provided



Silver Sponsorship £3000

- // Sponsorship of the breakout room featuring multiple sessions throughout the day
- // Banners placed in room and visible on photographs and recordings*
- // Video advertisement (up to 1 minute) played before each breakout room session*
- // Full page advertisement in delegate programme
- // Logo and link on conference web page and delegate programme
- // Exhibition stand in conference networking area
- // Two delegate invites to conference day and awards ceremony
- // Acknowledgement in Welcome speech and introduction to Keynote address
- // Advertisement in pre-event delegate communications and social media promotion
- // Sponsorship of 1 BBE award – options listed further down the pack.



Bronze Sponsorship £1000

- // Banners placed in room and visible on photographs*
- // Full page advertisement in delegate programme
- // Logo and link on conference web page and delegate programme
- // Exhibition stand in conference networking area
- // Two delegate invites to conference day and awards ceremony
- // Sponsorship of 1 BBE award – options listed further down the pack.



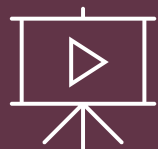
Exhibition stand **£200**

// Including table, chair, and access to power



Programme Advert **£100**

// Full page Advertisement in the delegate programme provided to all attendees



Video Advert **£125**

// Video advertisement (up to 1 minute) played in breaks and between conference sessions

Brass Bands and Awards



Award Sponsor £400 + VAT

// Sponsorship chosen award, with 'Supported by *organisation name*' engraved on award plaque presented to winner

// 'Supported by' on BBE website, press releases and in all communications relating to the award

// Full page advertisement in delegate programme

// Logo and link on conference web page

// Logo in conference programme

// Two delegate invites to conference day and awards ceremony to present chosen award



Available Award Categories

// Band Project

// Green Hero

// Services to Youth

// Rising Star (u 18's)

// Young Bandperson (18-25)



Brass in Concert



The Brass in Concert Championship strives to provide a platform for the finest brass bands in the world to display and entertain, free of artistic restriction, their excellence as performers of high quality original and arranged brass band music, to be achieved through programmes and presentation reflecting the most current and progressive form of the genre and designed to appeal to both the general listener and aficionados of the discipline.

This weekend sees the **Glasshouse International Centre for Music** reach its 1600 seat capacity for the 2-day event, in addition to 1000 performers taking to the stage across the weekend. Whether your target audience is brass band enthusiasts, elite performers, young trailblazers, or music educators, we've got them all here at the Glasshouse!

Brass in Concert Championship: 15 November 2025

Youth Brass in Concert Championship: 16 November 2025.



Full Page Programme Advert £200

// Full page Advertisement in event programme available to purchase by attendees



Half Page Programme Advert £125

// Half page Advertisement in event programme available to purchase by attendees



Exhibition Stand £300

// Full page Advertisement in the delegate programme provided to all attendees



Package deal – Full Page Ad + Stand £425

Youth Champs 2026



Youth Champs is the National Youth Brass Band Championships of Great Britain. It is open to all youth bands across Great Britain and Northern Ireland, offering bands a chance to perform on a national platform in either a competitive or non-competitive capacity. The event is designed to celebrate, unite and promote youth music-making in brass bands at all levels. The event takes place annually, touring different locations across England.

The 2026 event will take place on Saturday 28 March at King Edward's School, Birmingham, offering ideal opportunities for partners wishing to advertise to the anticipated **2,000** attendees including **1,300+** performers, **40+** participating bands, **500+** audience members.



Championship Section Sponsor £1650

// Naming of event section

// Name and logo included in all participant and public comms

// Website banner

// Social shoutouts - we have a following of 19,000 across social media, and reach 60,000 each month in terms of content seen by social media users

// Newsletter banner - monthly newsletter to 8000 individuals per month (non-members)

// Member newsletter feature - a feature for your organisation on our members newsletter in addition to the above, goes to 2500 individual members.

// Homepage feature on BBE website - average of 13,000 visits per month

// Full page programme advert

// Exhibition stand



Programme Advert £100

// Full page Advertisement in event programme available to purchase by attendees



Exhibition Stand £200

// Full page Advertisement in the delegate programme provided to all attendees



Leaflet in band participant pack £150

// One A5 leaflet (provided by advertiser) to be included in participant pack for band on event day



To confirm your advertising or sponsorship package...

Email BBE's Events Manager Jess Wilson on jess@bbe.org.uk

Or complete the booking form on bbe.org.uk/advertising-bbe