

Play your part at brass banding's most exciting events!

Brass Bands England has an exciting proposition for anyone looking to advertise themselves to the brass band market in 2022. By bringing together three premier events into one advertising package, **BBE** is offering you the chance to reach the full spectrum of banding participants in the UK and beyond. Artwork requirements for each event are to the same specification, saving you both time and money on your marketing.

The events are:

National University Brass Band Championships (UniBrass)

5 February, Sheffield

National Youth Brass Band Championships of Great Britain (Youth Champs)

26–27 March, Corby

European Brass Band Festival (EBBF)

28 April–1 May, Birmingham, UK

Together, these important events will have over 6,000 audience members, over 3,000 playing participants, and a worldwide online audience. With ages ranging from children through to university students, and on into adulthood, this is a great opportunity to get your brand recognised and firmly cemented as an important part of brass banding culture.



THE EUROPEAN
BRASS BAND
FESTIVAL 2022



About each event

The **National University Brass Band Championships**, better known to many as **UniBrass**, is one of the most exciting events in the brass band calendar. This year's event takes place at the University of Sheffield on Saturday 5 February. With the majority of participants being non-music students, the event offers an opportunity to establish relationships with this vital audience segment before they enter the world of work. This is also your chance to become established in the mind of the generations of graduates who will have a personal disposable income for the first time. We expect 1,600 enthusiastic performers and music-lovers to attend this event.

UniBrass research suggests that 67% of participants look to purchase a new instrument within three years of graduation.*

Trading opportunities at the **2022 Youth Champs**, will again include both trade stands and programme advertising, giving your organisation access to the next generation and the most vibrant audience in the brass band marketplace. This year's event is taking place on 26-27 March at the Corby Business Academy. We expect 3,000 enthusiastic performers and music-lovers to attend this event.

The European Brass Band Festival will take place 28 April-1 May at Birmingham's Town Hall and Symphony Hall. Trade stands will be situated in the newly refurbished Symphony Hall atrium on 30 April and 1 May. With hundreds of spectators and participants there for the whole weekend, this will be the trade show event of the year for brass bands. We expect 4,400 enthusiastic performers and music-lovers to attend this event.

Our event programmes are often retained by purchasers for many years, acting as souvenirs and mementos for banding events of particular significance to those involved. We use a bespoke programme size that is becoming standard in the entertainment industry. This size is designed to be easier to hold and read whilst attending a performance but crucially for you it can be put in a pocket or handbag. This means that our programmes are more likely to be retained, giving increased exposure for your advertising.

Availability of adverts and trade stand spaces is limited, so we recommend that you get your order in as soon as possible – we will operate a strict 'first come, first served' policy – so avoid disappointment and contact us right away!

**collected as part of a 2015 participant survey*

Pricing: Adverts and Trade Stands

Combined trade stand and programme advertising has been set up to help you get the most for your money, whilst reaching and engaging with audiences in different ways.

By taking out a combination package for more than one event you will receive an **additional 10% discount on the published price.**

	Full page advert	Half page advert	Trade stand	Combination (full page advert and trade stand)
UniBrass 5 February	£250	£150	£150 (one day)	£325
Youth Champs 26-27 March	£250	£150	£250 (weekend price)	£400
EBBF 30 April-1 May	£500	£275	£600 (weekend price)	£950

Trade stands include up to two tables as standard. For changes to this or to discuss alternative options please contact us.

To secure your space or for further information please contact **Clair Donelly, Marketing Manager** for **Brass Bands England**, at clair@bbe.org.uk or phone **01226 771 015**.



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Programme advertising specifications

Please note that your advert must comply to these specifications in order to be printed in our programmes. These are bespoke sizes to ensure your advertising receives the biggest impact. As such, we will be unable to accept standard A4 or A5 sizing.

Specifications:

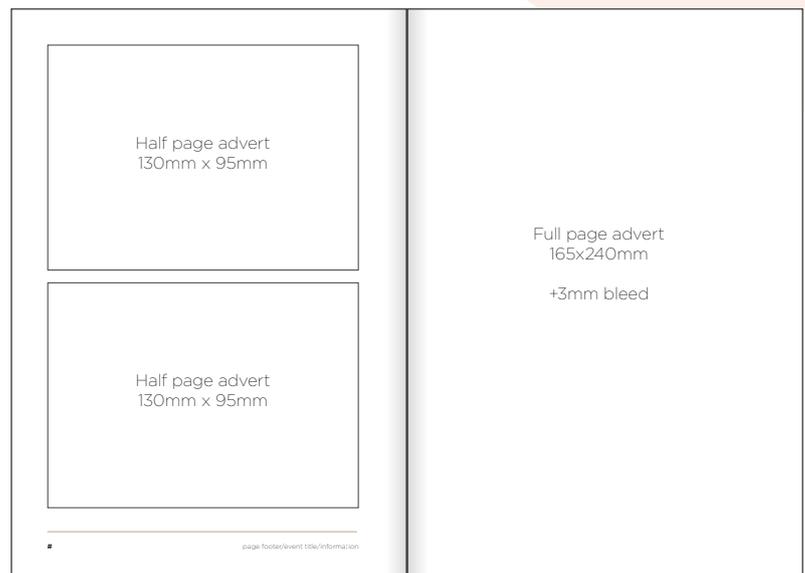
Full page advert

165mm x 240mm +3mm bleed
(with a recommendation that margins be set 15mm from edge of page as a guide).

Half page advert

130mm x 95mm

All adverts should be produced at a minimum resolution of 300dpi and supplied as CMYK, print ready PDFs or TIFs.



Should you require assistance producing adverts to these specifications, or would like your advert professionally designed, this can be arranged for an additional fee of £75 for a half page advert or £100 for a full page advert.

Please note that we reserve the right to reject any artwork we deem unsuitable for publication. If you have any questions or concerns regarding your artwork, please contact us.

Artwork deadlines:

10 January 2022

UniBrass programme

14 February 2022

Youth Champs programme

21 March 2022

EBBF programme

Please email final artwork to clair@bbe.org.uk