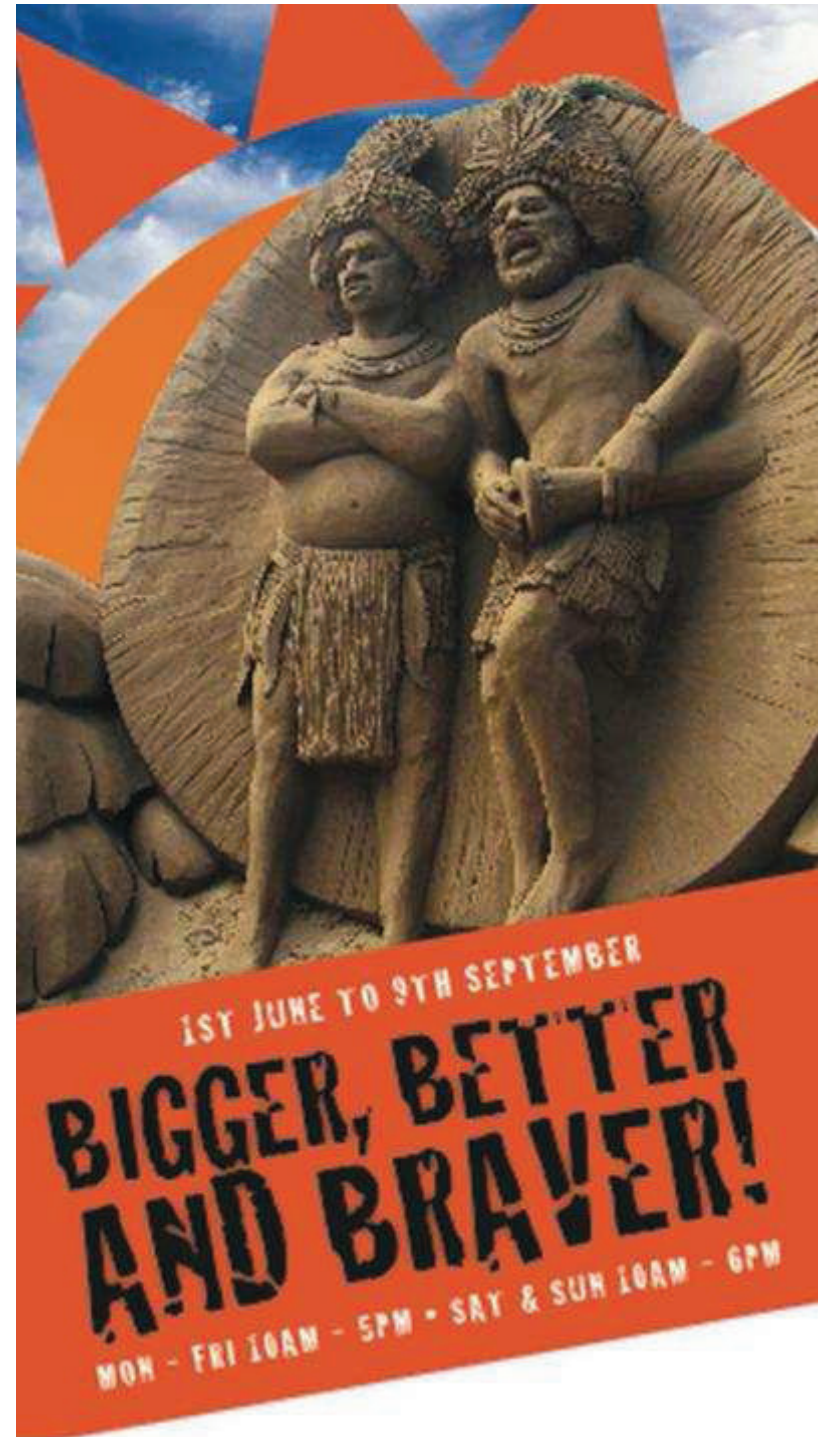


BRIGHTON
Sand Sculpture Festival 2013





Introduction

The resort of Weston-super-Mare is a popular tourist destination, drawing over 5 million visitors annually from all over the UK to its miles of sandy beaches and attractions such as the newly renovated Grand Pier, the world's largest Helicopter Museum, the Weston Wheel and the SeaQuarium. For the past six years, this seaside resort has also been building a reputation for one of the most unique summer festivals anywhere in the UK - the **"Weston-super-Mare Sand Sculpture Festival"**

Since 2006, the festival has grown from a single sculpture to a hugely anticipated international event, earning Weston the title of **"Sand Sculpting Capital" of the UK**. In that time the festival has entertained, excited and inspired **over 250,000 visitors** and 2012 was no exception with the addition of special events, children's activities and opportunities for visitors to get involved and create their very own works of sand art.

With new management, new partners and a complete new strategy, the 2012 festival was **Bigger, Better and Braver than ever before!** The management of Weston Sand Sculpture Festival is now looking for a second location within the UK, to host a similar event in 2013, parallel to the Weston festival. In this document we will outline the exciting possibilities for this hugely successful event.

We don't claim to cover all possibilities however, and are equally excited to hear about your ideas, questions and suggestions on how we might be able to work together.

So please read on, and we look forward to hearing from you!

Nicola Wood & Alec Messchaert





History

We are aware that Brighton has a history with Sand Sculpting and the fact that the cooperation with the organiser back then has not been successful enough to continue the festival. However, after many years of experience in organising similar events, we are confident that we will be able to continue the success of the Weston Sand Sculpture Festival, also in Brighton.



More than 20 professional sand sculptors from around the world will travel to Brighton to create a very impressive park of sand sculptures . Over 6000 tonnes of sand will be carefully crafted into an enchanting world of sand in the first edition (2013), after which the festival will open to the public for over 6 months.





Sand sculptures – how do we do it?

Sand sculpture festivals inspire, surprise and enchant the public. Regardless of age, gender or background those who encounter sand sculptures are struck by both the sheer scale of the sculptures and the intricate detail and artistic skill that goes into each one. But there are a few questions that we always get asked, and which fascinate both the public and the media alike. We often have as many film crews and photographers covering the sculpting process itself as we do of the finished sculptures, giving us natural momentum in the press for opening day. This year our demonstration workshops will also allow the general public to experience this throughout the duration of the festival. So what are those ‘frequently asked questions?’

Are the sand sculptures really made of sand and water only?

Yes, only sand and water are used. In general the sand grains have to be sharp edged, and it is this property that makes Weston sand so suitable for sculpting. This structure makes the sand “click” together when the sand is mixed with plenty of water and compacted into a dense mass. We do this compacting by building pyramids of sand by using wooden frames, which are of course removed before sculpting!

What happens in bad weather?

When it rains, nothing happens. The rain water drains into the sand and evaporates when it stops raining. During severe rain storms, the horizontal surfaces might show little dents where the rain drops hit the surface, but this will not affect the whole sculpture and can be easily repaired.

How long can a sand sculpture last?

When a sand sculpture is created outdoors it will easily last several months - in fact the outdoor record is more than a year! When built indoors, there is no reason that a sand sculpture won't last forever!





The Festival

As part of our Bigger, Better and Braver ethos, the Brighton festival will be much more interactive and inspiring for our visitors than previous editions. Not only will they be invited to walk in and amongst the sculptures created by our professional artists, there will be an exciting array of other activities on offer such as:

Workshops: Walk-in workshops where you can have a go at creating your own masterpiece, with guidance from our trained staff

Demonstrations: Stand and watch in awe as our professional artists create a masterpiece before your very eyes

Catering: An area will be designated especially for visitors to enjoy a drink and a snack from our specially designed menu.

School Visits: Educational visits for schools will be organised, where young people can learn about art and sculpture, have a guided tour, complete a quiz and take part in a sand sculpture workshop challenge.

Corporate Teambuilding: A huge success at other events that we run, we offer an in-depth, fun and interactive workshop including a film, a presentation, demonstrations and luxury catering.

Photo Opportunities: There will be opportunities for visitors to have their photo taken with the sculptures themselves, and we envisage that these will spread far and wide on social media. (like they did in Weston!)

Entertainment: We will be running various other events throughout the summer including celebrity visits, Punch and Judy performances on a unique sand stage, story telling with special guests, live music, late night openings and much more!





Theme

The theme of the Brighton Sand Sculpture Festival is yet to be decided, but can be literary anything:

- Great! Britain
- The Seven Continents
- The Jungle
- Africa
- South America
- Famous Hollywood Movies
- Fairy Tales
- Stories, Legends & Sagas
- Etc.
- Etc.





Facts and Figures

Dates:

Creation of sand sculptures: March 2013

Sand sculpture festival open: April – October 2013



Opening Times:

Monday - Thursday: 10AM – 5PM (Festival site closes at 6PM)

Friday – Sunday: 10AM – 6PM (Festival site closes at 7PM)

Private/corporate Events : Evenings, upon request



Expected number of visitors:

100,000 +

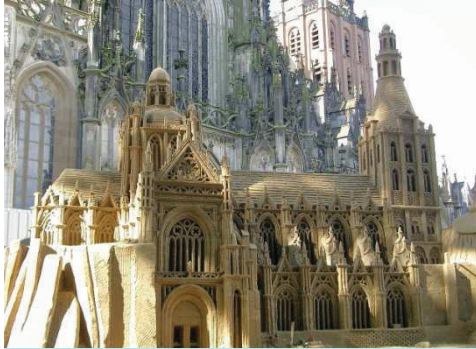
Entrance Fees:

Adults:	£ 5.00
Concessions:	£ 4.00
Children:	£ 3.00
Family (2 adults, 2 children):	£ 15.00



Discounted combination tickets also available with other top attractions



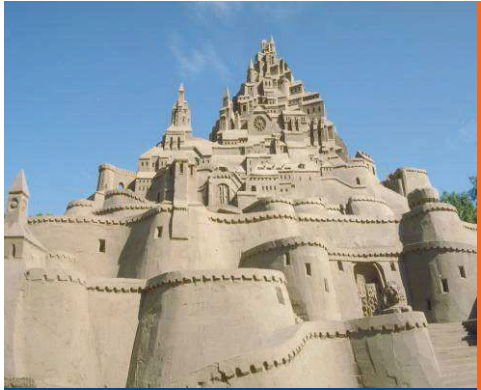


Unique Selling Points

A sand sculpture festival is a unique event wherever it is held, however at Weston we have much more to offer than the average festival:

- The largest Sand Sculpting Festivals in the UK
- Good relationships with local, national and international media
- Suitable for all audiences: children, families, the elderly,
- A proven record of success and a high profile, with many previous festivals up to hundreds of thousands of visitors per event.
- Corporate participation
- Prime location
- Affordable prices
- Special events
- Interactive
- Topical Themes
- Easy access and parking
- Wheelchair and vision impaired friendly





Promotional /Marketing Campaign

- Leaflets
- A1 + A4 and A3 posters
- A1 posters
- Billboards
- AA signage
- Direct mailing to schools (educational package)
- Direct mails to companies (teambuilding activities)
- Extensive media attention (see next sheet)
- Editorials in several national magazines (e.g. Coast)
- Special PRESS event (pre-opening and for special events)
- Promotional sand sculptures in surrounding cities
- Grand opening event for partners, sponsors & local businesses
- Extensive use of social media
- Promotional vehicles with promo team
- New interactive website
- Joint promotion with presenting partners
- Combination tickets with top 5 local attractions
- World champion sculptors

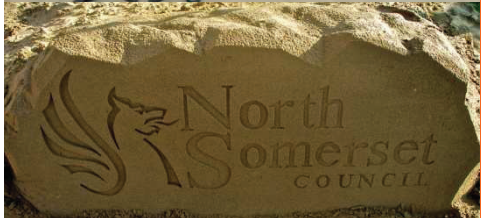




Media/Press

The sand sculpture festival is proud to have a unique relationship with press, both locally, nationally and internationally. Newspapers, radio stations and TV shows visit the festival multiple times at different stages of the festival, especially during the creation of the sculptures.





Our Packages

We are pleased to offer several different packages for corporate sponsorship of this unique event (more detail on each on the following pages)

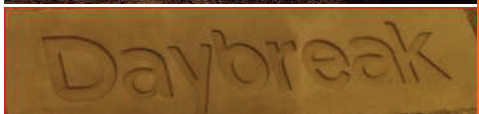
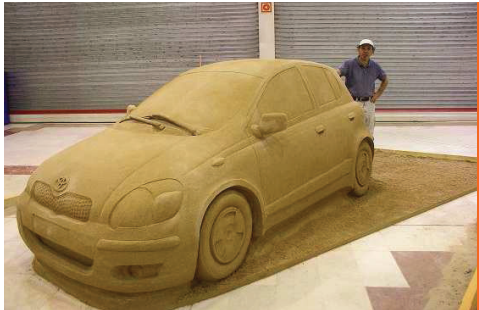
Presenting Partner – this is our most exclusive package and allows our partner’s company name and logo to be directly linked to the festival as “The (company name) 2013 Sand Sculpture Festival, Brighton”. The logo will also appear on all signage, fencing around the festival, tickets and other associated publicity material and merchandise. We will also work with the partner to create a number of exclusive sand logos for the company, including one at the festival entrance, and on organising special events.

Sponsor – as a festival sponsor, the company name will appear on all posters, flyers and fencing plus a link on our website. We will work with sponsors on promotional activities and they will get a sand logo for the company on the festival site

Supporter – by supporting the festival through provision of accommodation, food, materials etc, supporters will get their logo on selected promotional material and festival signage, depending on degree and level of support.

Creative Ideas – we welcome ideas and suggestions of different ways we could work together at the festival, if parties want to be involved but don’t fit into any of these categories then please get in touch to talk about how we can help each other!



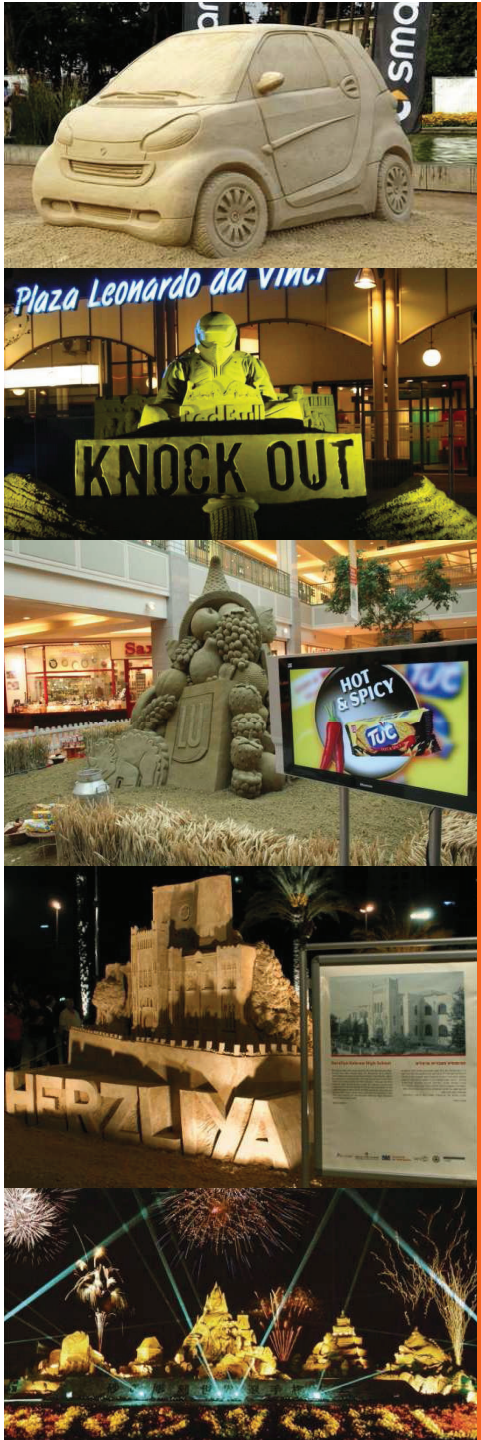


Presenting Partner (£. T.B.C.)

- Name of Partner linked with name of festival
- Logo of Partner on all signage in festival
- Logo of Partner on all fencing (300 meters) and 20 Beach Flags
- Logo of Partner on all artist and crew clothing
- Logo of Partner on all entrance tickets
- Logo of Partner on invitations for press events and Grand Opening event
- Logo of Partner plus own page on website
- Logo of Partner on promotional vehicles
- Logo of Partner on ALL publicity (e.g. Posters, Flyers, Billboards, Advertisement)
- Large Logo/product sand sculpture at entrance of festival
- Possibility for promotional activities within the festival site
- Branding possibilities within festival site (stand/booth)
- Full page advert in Festival Information Booklet (25,000)
- Customers of partner get discount on entrance fee
- 50 invitations for Grand Opening Event
- 500 complimentary tickets for the Festival, to give away
- Exclusive "Partner Event Night" for invitees of partner only
- Your own ideas!

Please see next sheets for visual examples

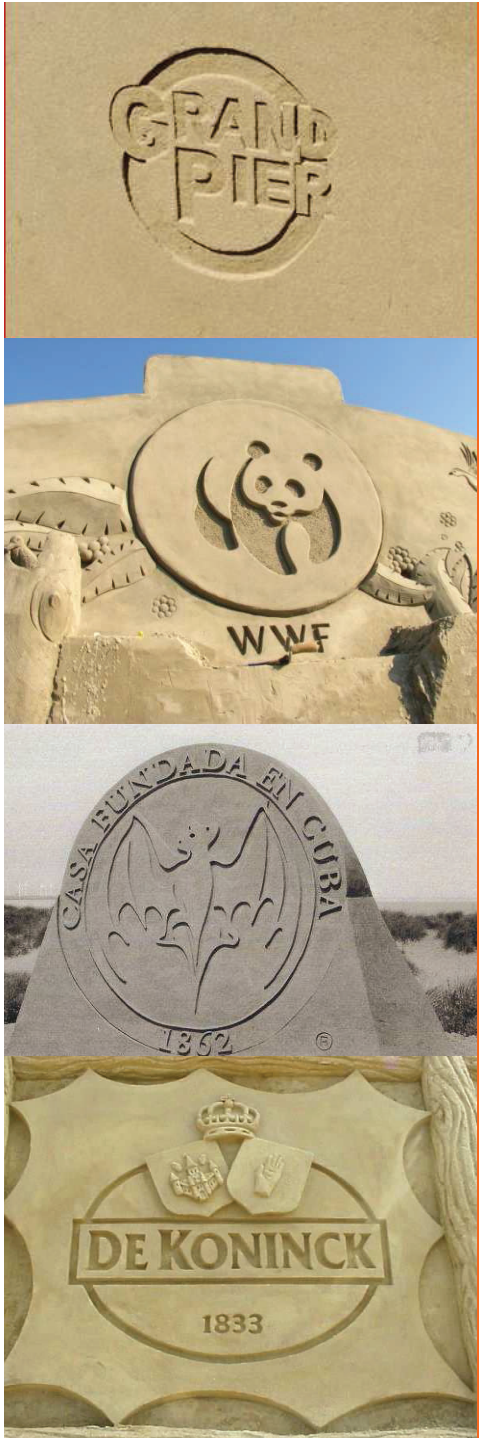




Visual Examples

To be designed in close cooperation with Presenting Partner:





Sponsor (£ 10,000)

- Logo of Sponsor on all signage in festival
- Logo of Sponsor on all fencing (300 meters)
- Logo of Sponsor on invitations for press events and Grand Opening event
- Logo of Sponsor plus link on Website
- Logo of Sponsor on promotional vehicles
- Logo of Sponsor on ALL publicity (e.g. Posters, Flyers, Billboards, Advertisement)
- Logo of Sponsor created in sand within festival site
- Possibility for promotional activities within the festival site
- Branding possibilities within festival site (stand/booth)
- 1/2 page advert in official Festival Information Booklet (25.000)
- 20 invitations for Grand Opening Event
- 100 complimentary tickets for the Festival, to give away
- Your own ideas?

Supporter *Support the festival by:*

- Providing food and/or accommodation for sculpting team
 - Providing materials/equipment (tents, fencing, signage, lighting)
 - Providing Services/staff (e.g. Sand haulage, site build, electricity)
 - Providing publicity and/or promotional activities
- (Return and exposure dependent on support)***





Extra/Corporate Opportunities

Advertise in official Festival Information Booklet

We will be producing at least 25,000 festival information booklets to be sold at the festival. The booklet will be packed with information about the exhibition including FAQs, images, facts, artist biographies and much more. We offer you the opportunity to buy advertising space within this booklet.

Private/Corporate Parties

Want to hold a party with a difference? We can offer a very unique venue and luxury catering for your clients/staff/VIP guests. Have a guided tour of the sculpture and take advantage of our onsite alcohol licence and catering facilities. We can even arrange special evening entertainment for you.

Workshops/Training for staff

This has proved a hugely popular idea for companies looking for a fun and inspiring teambuilding event. Come along for a guided tour of the sculptures, learn all about the trade and then get stuck in and have a go yourselves. Our trained world class professionals encourage your staff to muck in and work together to create their own masterpiece. We can base the workshop around your desired theme or product and the outcomes are always entertaining. Who knows, you may even have a budding artist in your midst!

You will of course be fed and looked after by our catering team and nobody leaves without a photo - a must for the office wall!

(continued on next page)



Extra /Corporate Opportunities (continued...)

Guided Tours – Pre Opening Exclusives

If you are looking to impress your clients or customers, then let us do it for you. Come along with your guests for an exclusive preview and guided tour whilst our artists are at work. During the build-up period, 20 international sculptors (including several World Champions!) will be carving 6000 tonnes of sand. This is an incredibly impressive process and will inspire and bemuse even the most open minded, so join us for an exclusive behind-the-scenes tour before we even open the gates to the public!

Corporate Partnerships

If you want your clients or customers to enjoy this festival or fancy giving them an extra treat then why not offer them a special discounted/free ticket for the event? We can also arrange a combination ticket to any event you may be organising so that all of our customers get the best of both worlds.

Product Launch

Are you launching a new product or service? Why not launch it onsite and let our talented team of artists recreate it out of sand? Whatever your product or service entails we can make it look amazing in sand, right down to the very last detail. We will also include your company logo (also in sand of course!) and we can arrange an entire event for you including lighting, catering, licensed bar, entertainment and we will even invite the press!





Our Partners

Global PowWow

Global PowWow is a pioneering Global Event organiser; creating unique events, concepts and experiences in close cooperation with its large network of international partners. The Global PowWow team has over 10 years of experience in events organisation and specialises in Sand and Ice Sculpting events, in both the corporate and public field. Based in The UK and The Netherlands, Global PowWow also provides support to local event organisers and producers in Europe, Asia, South America, North America and the Middle-East.



World Sand Sculpting Academy (WSSA)

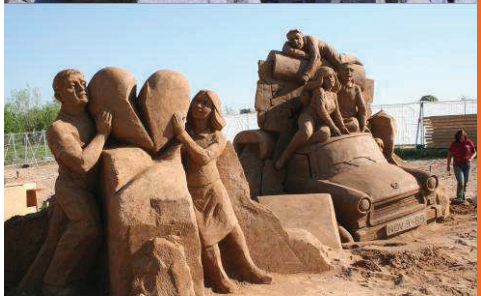
The WSSA aims to promote sand sculpting as an internationally recognised profession and art form. WSSA initiated and helped to develop the art of sand sculpture in Europe and around the world and has established formats, standards, rules and regulations for international competitions. The WSSA will be working with Global PowWow to ensure that Weston has the very best practice and employees the premiere sand sculptors from around the world



The University of the West of England (UWE)

We are working with UWE to develop a long-term partnership with their Events Management department, whereby we offer their students practical Training and support through work experience placements.





Contact Information

Please don't hesitate to get in contact if you are interested in working with us through the 2013 Brighton Sand Sculpture Festival. However, please don't feel constrained by the options on offer here, we are open to any other suggestions you may have so please feel free to be creative and give us your ideas for other ways to work together.

Weston Sand Sculpture Festival

Email: *info@westonsandsculpture.co.uk*

Phone: *07920 795155*

Nicola Wood & Alec Messchaert

