

# FI.FEST

*Your Music Festival*



# FI.FEST 2026 SPONSORSHIP PACK

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# Fi.Fest Music Festival is Berkshire's biggest family-friendly live music event, returning to Stroud Farm on Friday 10th and Saturday 11th July 2026.

Nestled between Windsor and Maidenhead, Fi.Fest has become a staple in the local calendar – attracting thousands of music lovers for a weekend of outstanding live entertainment, delicious food, and family fun.

The two-day event features the Fi.Fest Pre-Party on Friday night with live bands, DJs, food, and drinks, followed by a main festival day on Saturday with a packed schedule of incredible acts performing on multiple stages. Alongside the music, families can enjoy the KidsZone, packed with creative workshops, theatre shows, and interactive entertainment.

With an expected attendance of over 7,000 weekend visitors, Fi.Fest 2026 promises another unforgettable weekend celebrating music, community, and togetherness.

## About A&L Events

A&L Events is a family-run business with deep roots in the entertainment industry, tracing back to 1962. Starting with a small café and evolving through cabaret, nightclub, and festival production, the A&L team brings over 60 years of event experience to the table.

From managing logistics, power, and bar operations to staging, security, and live performance management, A&L ensures every event runs seamlessly – allowing guests and clients alike to focus on the experience.



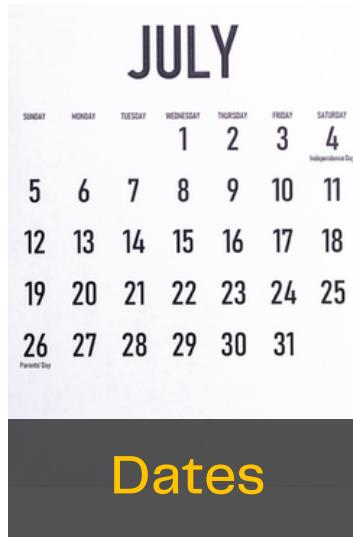
# FI.FEST 2026

## Event Details



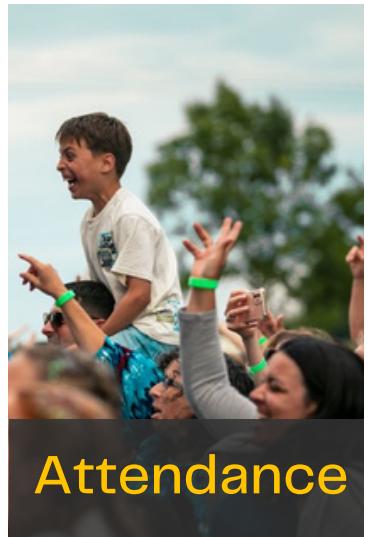
### Location

**Stroud Farm, Fifield  
Berkshire**



### Dates

**Friday 10th &  
Saturday 11<sup>th</sup> July 2026**



### Attendance

**Aim to attract 7,000  
visitors each day**

Fi.Fest began as a local gathering of just 500 attendees and has grown into Maidenhead's premier music festival, welcoming over 3,000 guests in 2022 and expecting more than 7,000 for 2026.

Our mission is simple: to deliver affordable, high-quality entertainment for adults and families, showcasing big-name artists alongside incredible emerging talent.

Fi.Fest is now firmly established as a highlight in the Berkshire summer calendar, attracting audiences from Maidenhead, Windsor, Bracknell, and Surrey – with 80% of attendees living within a 10-mile radius of the event.

Located in the heart of the Berkshire countryside, Stroud Farm is a working farm surrounded by polo clubs, riding schools, and open fields. It provides the perfect setting for a summer music festival – spacious, accessible, and scenic.

Fi.Fest works closely with local partners to minimise environmental impact, protect the surrounding land, and ensure the local community benefits directly from the event. After the festival, the fields return to agricultural use, providing hay and food for local animals – ensuring sustainability remains central to our ethos.

# FI.FEST 2026

## Features

### **The Lineup**

Fi.Fest has hosted an impressive line up of major acts, including Feeder, Scouting For Girls, Heather Small, Cast, N Trance, Toploader, Lightning Seeds, The South, Dodgy, The Hoosiers, and Reef. Each year, we continue to bring a mix of household names and rising stars to entertain the Fi.Fest crowds.

### **The KidsZone**

The KidsZone is an immersive, interactive space designed to entertain and inspire younger festivalgoers. Activities include theatre shows, role play areas, creative workshops, inflatables, and soft play – delivered by local children's groups and performers. This dedicated family area ensures Fi.Fest remains a true festival for all ages.



# WHY SPONSOR?

Sponsoring Fi.Fest Music Festival gives your brand visibility, credibility, and connection with thousands of engaged, local consumers.

## **Our audience includes:**

- Affluent adults aged 35-50
- Family-oriented attendees
- Active, engaged, and loyal local audiences
- Residents of Maidenhead, Windsor, and nearby towns

## **Benefits for sponsors:**

- Increase brand awareness through on-site branding and digital marketing
- Reach an audience of over 500,000 through online impressions
- Direct engagement with thousands of potential customers over two days
- Strengthen corporate social responsibility and community presence
- Support a positive, family-friendly event that uplifts local businesses and charities

## **Media Coverage**

Fi.Fest has received regional and national media attention, featuring in: BBC Radio Berkshire, Maidenhead Advertiser, Muddy Stilettos, Marlow FM, GigSeekr, Primary Times, OX Magazine, Swindon Link, The Ocelot Magazine.

With ongoing media partnerships and local press relationships, our sponsors benefit from widespread recognition across the Thames Valley.

## **Advertising & Marketing**

Our marketing campaign begins months in advance and runs until the close of the festival, reaching hundreds of thousands through:

- Regional press and billboard advertising
- Posters, banners, and flyers across Maidenhead, Windsor, and Ascot
- Press releases in local and regional media
- Local radio features and podcasts
- Magazine coverage and online event listings
- Social media campaigns with over 1 million impressions annually

Sponsors receive guaranteed exposure across these platforms and inclusion in all printed and digital materials where applicable.

# OPPORTUNITIES FOR YOU!



**LETS GET  
STARTED**

# SPONSORSHIP PACKAGES

We offer multiple sponsorship tiers, allowing businesses and Foundations of all sizes to get involved:

Sponsorship Level	Cost	Number Available	Benefits
Principle Sponsor (whole weekend)	£10,000	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on all event signage, stage wings, banners, website and marketing materials</li> <li><b>Main Stage Naming Rights:</b> "[Your Company Name] Main Stage"</li> <li><b>2-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>Prime Exhibition Space at the event</b></li> <li><b>10 VIP passes</b> with access to exclusive private gazebo with shelter from the elements; and drinks vouchers for both days</li> <li><b>Backstage tour and meet &amp; greet with performers</b></li> </ul>
Saturday Headline Act Sponsor	£8,000	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on banners, website and marketing materials</li> <li>Opportunity for <b>banner advertising</b> on the main stage during the headline act performance</li> <li><b>2-min video</b> on big screen (no sound)</li> <li><b>Announcement</b> on stage before the headline act</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>Exhibition Space</b> at the event</li> <li><b>6 VIP passes</b> with access to exclusive private gazebo with shelter from the elements; and drinks vouchers on Saturday</li> <li><b>Backstage tour and meet &amp; greet with headline performer</b></li> </ul>

# SPONSORSHIP PACKAGES

Sponsorship Level	Cost	Number Available	Benefits
Friday Headline Act Sponsor	£5,000	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on banners, website and marketing materials</li> <li>Opportunity for <b>banner advertising</b> on the main stage during the headline act performance</li> <li><b>2-min video</b> on big screen (no sound)</li> <li><b>Announcement</b> on stage before the headline act</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>Exhibition Space</b> at the event</li> <li><b>6 VIP passes</b> with access to exclusive private gazebo with shelter from the elements; and drinks vouchers on Friday</li> <li><b>Backstage tour and meet &amp; greet with headline performer</b></li> </ul>
Campsite Sponsor	£3,000	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on banners around the campsite, the event website and marketing materials</li> <li><b>1 ½ min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>5 VIP passes</b> with access to exclusive private gazebo with shelter from the elements; and drinks vouchers for your preferred day</li> <li><b>Backstage tour &amp; signed festival t-shirt</b></li> </ul>
Main Bar Sponsor	£2,000	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on all main bar units. the event website and marketing materials</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>6 complementary festival tickets</b> for both days</li> <li><b>Backstage tour</b></li> </ul>

# SPONSORSHIP PACKAGES

Sponsorship Level	Cost	Number Available	Benefits
Second Stage Sponsor	£2,000	2	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on banners on the second stage, the event website and marketing materials</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>6 complementary festival tickets</b> for both days</li> <li><b>Backstage tour</b></li> </ul>
Private Gazebo Sponsors	£1,500	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on Picket fence around private Gazebo, the event website and marketing materials</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>1 Private VIP Gazebo + 6 complementary festival tickets for both days</b></li> </ul>
Silent Disco Sponsor	£1,500	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Your company's logo on banners in the silent disco, the event website and marketing materials</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>6 complementary festival tickets for both days</b></li> </ul>
Beach Club Sponsor	£1,500	1	<ul style="list-style-type: none"> <li><b>Event branding:</b> Opportunity for banner advertising near the beach</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>6 complementary festival tickets for both days</b></li> </ul>

# SPONSORSHIP PACKAGES

Sponsorship Level	Cost	Number Available	Benefits
KidsZone Sponsor	£1,500	2	<ul style="list-style-type: none"> <li><b>Event branding:</b> Opportunity for banner advertising in the KidsZone</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Promotion:</b> Featured across all A&amp;L Events platforms</li> <li><b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>6 complementary festival tickets for both days</b></li> </ul>
Daytime Entertainment Sponsor	£1,000	5	<ul style="list-style-type: none"> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>1-min video</b> on big screen (no sound)</li> <li><b>Social Media Mentions</b></li> <li>Opportunities to <b>display banners</b> at the event</li> <li><b>4 complementary festival tickets for both days</b></li> </ul>
Wristband Sponsor	£750	1	<ul style="list-style-type: none"> <li><b>Logo printed on all attendee wristbands</b></li> <li><b>Logo placement</b> on the event website</li> <li><b>30 second video</b> on big screen (no sound)</li> <li><b>Social Media Mentions</b></li> <li><b>4 complementary festival tickets for both days</b></li> </ul>
Community Sponsor	£500	10	<ul style="list-style-type: none"> <li><b>Logo placement</b> on the event website and marketing materials</li> <li><b>Social Media Mentions</b></li> </ul>

## In-Kind Sponsorship

If your business can provide products, services, or discounts to help us deliver the event (e.g. printing, logistics, giveaways, soft drinks, snacks), we welcome in-kind sponsorships in exchange for brand visibility.

# LONG-TERM VISION

Fi.Fest Music Festival continues to grow in scale and popularity each year. Our vision is to establish Fi.Fest as one of the leading boutique family music festivals in the South East.

Sponsors benefit not only from a single event but from a long-term partnership with A&L Events, with opportunities to expand involvement across other major events such as The Maidenhead Big Weekender and Fire.Fest Fireworks Night.

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# GET INVOLVED

Partnering with Fi.Fest 2026 is an exciting opportunity to connect with thousands of local residents, promote your brand to a family-friendly and engaged audience, and support a positive community event that celebrates live music and togetherness.

Be part of something truly special. Partner with Fi.Fest 2026 and show your commitment to community, culture, and unforgettable experiences in one of the UK's most vibrant festival settings.

For more details and to secure your sponsorship package, please contact the team using the details below. Let's make Fi.Fest 2026 an unforgettable weekend for everyone!



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