

OUT THERE

INTERNATIONAL FESTIVAL OF OUTDOOR ARTS & CIRCUS

SPONSOR
PACK
2026





“It was an incredible experience and something truly international,”

- Festival Visitor

OPPORTUNITY SUMMARY

SPONSORSHIP ITEM	COST	PAGE
Principal Sponsor	£12500	
Festival Park Sponsor	£5000	
Festival Show Sponsor	£500	
The Ice House Venue Sponsor	£2000	

Our Partnership Packages

We work closely with our sponsors and partners to ensure the best package to suit your interests, aims and needs and we are open to building bespoke opportunities.

OUT THERE FESTIVAL.

The Out There Festival of International Outdoor Arts & Circus is a yearly event based in the heart of Great Yarmouth.

It has rapidly become one of the largest circus and outdoor arts festivals in the country, renowned for its breath-taking spectacle and world class performance. Regularly attracting 65,000 people, the festival blends iconic international acts and the finest UK performers with massive amounts of community participation.

Get Out There and support the festival and in turn, raise your brand awareness, reach new audiences and meet your CSR values with our fantastic range of opportunities to partner with this high profile, extraordinary arts festival.

THIS YEAR'S FESTIVAL

This year's festival will be our eighteenth edition and is set to hit the streets half-term week on the **28th - 30th May**

FESTIVAL FACTS.

OVER
65,000
VISITORS

350,000
SOCIAL MEDIA
REACH

600,000
OPPORTUNITY TO SEE
OUTDOOR ADS IN
NORFOLK & SUFFOLK

£4 million
ECONOMIC
IMPACT

120,000
WEBSITE
VISITORS

7700
CHILDREN &
YOUNG PEOPLE
ENGAGED

91%
RATED THE
FESTIVAL AS
GOOD

AUDIENCES

41%
GREAT
YARMOUTH

42%
WIDER
NORFOLK

16%
WIDER
UK

FESTIVAL SPONSOR OPPORTUNITIES

PRINCIPAL PARTNER

£12500

- Exclusive branding across all festival marketing, including website, social media, signage, and press releases
- High-profile brand integration across key festival touchpoints
- Invitation for a number of guests to the official festival launch
- Onsite exclusive festival experiences and VIP hospitality
- Comprehensive PR and social media campaign highlighting your partnership





FESTIVAL SPONSOR OPPORTUNITIES

PARK SPONSOR

£5000

- Branding on signage, maps and marketing materials
- Onsite brand activations and audience engagement opportunities
- Recognition in pre-event and post-event communications
- Invitation for a number of guests to the official festival launch

FESTIVAL SPONSOR OPPORTUNITIES

SHOW SPONSOR

£500
PER SHOW

- Branding applied to supported show in the brochure, social media and festival website
- Invitation for a number of guests to the official festival launch
- VIP Access to performance and branding on site



BROWSE THE 2026 SHOW
SELECTION



FESTIVAL SPONSOR OPPORTUNITIES

THE ICE HOUSE SPONSOR

£2000

- Exclusive branding at The Ice House venue and across all festival marketing.
- High-profile brand integration at The Ice House
- Invitation for a number of guests to the official festival launch
- Onsite exclusive festival experiences and VIP hospitality
- Comprehensive PR and social media campaign highlighting your partnership with The Ice House

A BRAND NEW VENUE IN GREAT YARMOUTH



LET'S WORK TOGETHER

...AND GET YOUR BRAND
OUT THERE

We would love to explore how a partnership with your brand can bring value to both your business and our audiences.

For more information
Contact:

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