



BARCODE
FESTIVAL

THURSDAY

4TH JULY 2024

**EVENT INFO
& PACKAGES**

VISIT WEBSITE



GroceryAid®



WHY SPONSOR BARCODE?

Barcode Festival's innovative format enables sponsors to activate their brand, make industry connections and reward colleagues.

THERE IS NO OTHER EVENT LIKE IT IN THE INDUSTRY.

Featuring music, entertainment, exciting brand activations, complimentary food and drink and tonnes of giveaways!

Whatever the size of your business, there is a package to suit your brand and budget.

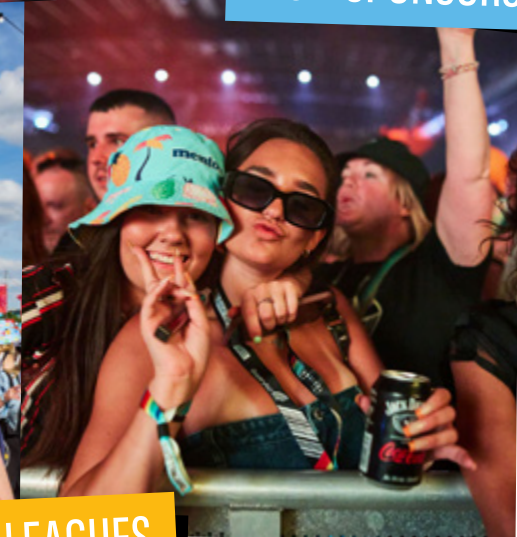
VISIT WEBSITE



£1M RAISED

300 FMCG BUSINESSES

100+ SPONSORS



THOUSANDS OF INDUSTRY COLLEAGUES

THANK YOU TO ALL THE BARCODE 2023 SPONSORS

“

It's a really great event to connect with your customers, but also showcase your brand.”

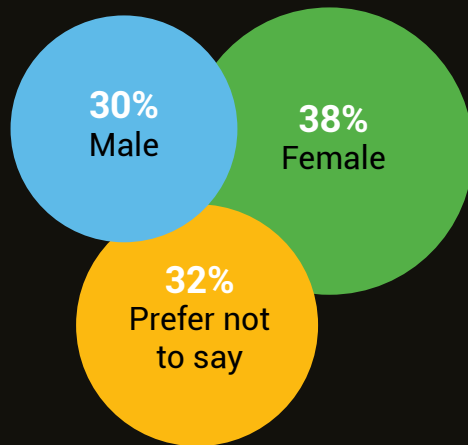
Elizabeth Ruddiman, Associate Director at Coca-Cola European Partners



WHO YOU'RE GOING TO MEET

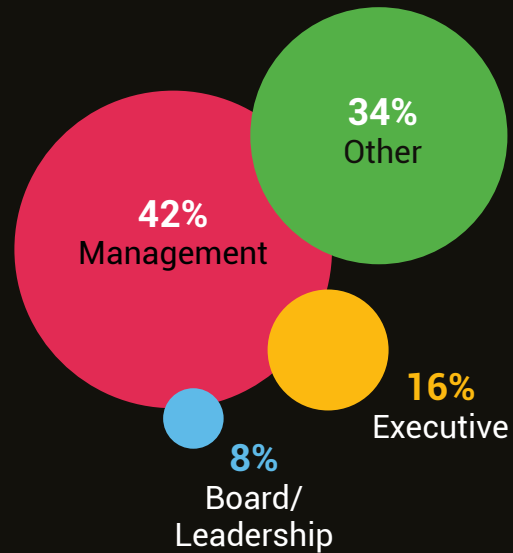
Inclusive Event

Gender Breakdown



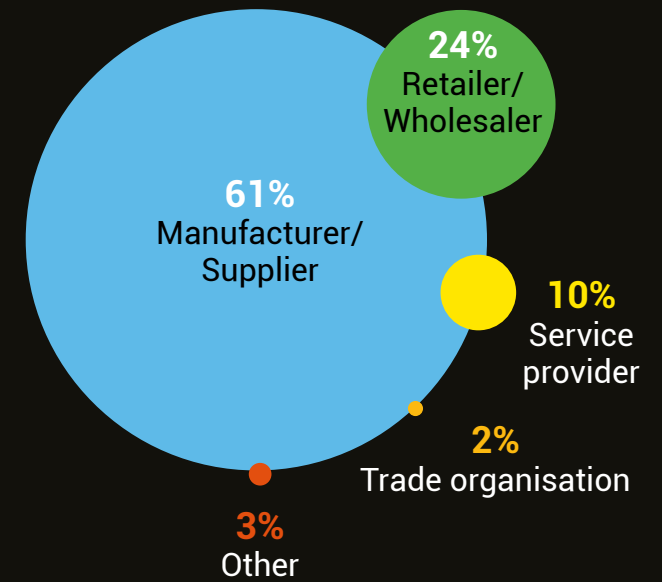
Everyone Welcome

Job Function



Trade customers support

Business Type



**SPONSORSHIP
PACKAGES**



DEMO
KITCHEN

SOLD OUT

Make your brand centre of attention by sponsoring the home of Barcode's celebrity cooking demos.

The stage attracts an engaged audience and gives you great brand visibility, sitting in the centre of The Showground and attracting a large footfall.

Links with celeb chefs? Get them on stage to demo your product.

HOME OF BARCODE CELEB CHEF DEMOS



COST

£20,000 + VAT

Package Includes:

- Naming and branding rights for Demo Kitchen stage
- Includes 3 x demo slots and 2 x roaming ambassadors
- Logo on website and festival guide
- Final approval on stage creative
- Branding on all guest comms/social media posts relating to Demo Kitchen
- Product giveaways/sampling optional
- Dedicated Sponsorship Manager

THE BANDSTAND

SOLD OUT

Featuring a variety of entertainment throughout the day and well into the night, the Bandstand attracts a crowd of hundreds.

With a backdrop of Canary Wharf the stage is visually impressive and a great opportunity to get some serious brand visibility PLUS there's an option to do product sampling.

COST

£20,000 + VAT

Package Includes:

- Includes 2 x Roaming Ambassador packages (worth £6,000)
- Logo on website and festival guide
- Final approval on stage creative
- Branding on all guest comms/social media posts relating to The Bandstand
- Dedicated Sponsorship Manager





XL ACTIVATIONS

If you want your brand to stand out from the crowd with a BIG presence, this activation provides the largest footprint available for individual packages.

COST

£25,000 + VAT

Package Includes:

- 10m x 7m floor space
- 8 x sponsor crew passes
- Logo on website and festival guide
- Social media promotion
- Dedicated Sponsorship Manager

VISIT WEBSITE



THE ONLY LIMITATION IS YOUR IMAGINATION!



LARGE & MEDIUM ACTIVATIONS

Grab the attention of Barcode guests and key trade customers with creative freedom to activate your brand, your way.

VISIT WEBSITE



LARGE COST

£15,000 + VAT

Package Includes:

- 7m x 7m floor space
- 6 x sponsor crew passes
- Logo on website and festival guide
- Social media promotion
- Dedicated Sponsorship Manager

MEDIUM COST

£10,000 + VAT

Package Includes:

- 5m x 5m floor space
- 4 x sponsor crew passes
- Logo on website and listing in festival guide
- Social media promotion
- Dedicated Sponsorship Manager

SMALL & INCUBATOR ACTIVATIONS

For smaller brands looking to make a big impact, these packages are an ideal opportunity to showcase your products and get them into the hands of trade and target customers.

VISIT WEBSITE



SMALL COST

£6,000 + VAT

Package Includes:

- 3m x 3m floor space
- 3 x sponsor crew passes
- Logo on website and listing in festival guide
- Social media promotion
- Freedom to activate your brand/product your way
- Dedicated Sponsorship Manager



LIMITED AVAILABILITY

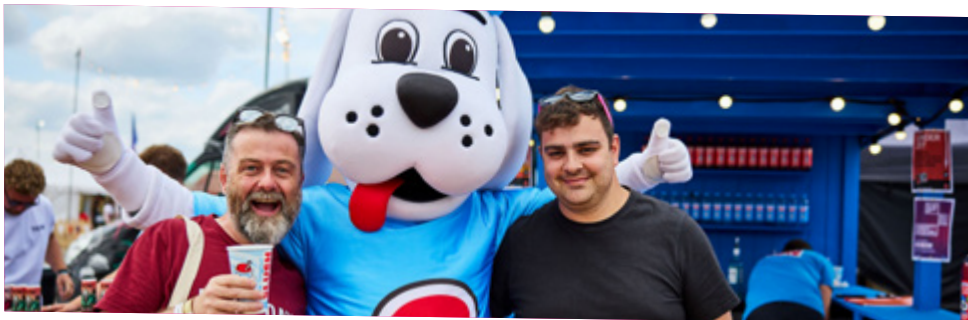
*INCUBATOR COST

£4,000 + VAT

Package Includes:

- 3m x 3m floor space
- 3 x sponsor crew passes
- 2 x standard guest tickets
- Logo on website and listing in festival guide
- Social media promotion
- Dedicated Sponsorship Manager

*Company must have turnover lower than £12M. Maximum of two years to activate as an incubator brand.



ROAMING AMBASSADORS

Make use of the whole Barcode site with this package. Free to roam, your brand ambassadors can take samples to guests wherever they are on site!

This package can be booked independently or as an add-on to any activation package.

VISIT WEBSITE



ROAMING AMBASSADOR COST

£3,000 + VAT

Package Includes:

- 2 x roaming ambassador passes - access to all guest areas
- Logo on website and listing in festival guide
- Social media promotion
- Storage space for product (please note space is limited)
- Dedicated Sponsorship Manager





BARCODE
FESTIVAL
04.07.2024

BESPOKE

SPONSORSHIP



OUTDOOR TOILETS



COST

£10,000 + VAT

Package Includes:

- Scaff structure with brand signage
- 80 x vinyls on outdoor toilet doors
- Artwork to be provided by sponsor
- Product placement (hand wash toiletries)
- 2 x crew passes for product replenishment

REGISTRATION



COST

£15,000 + VAT

Package Includes:

- 8 x panels of scrim with co-branding
- Co-branded t-shirts for registration staff
- Branded vinyl to tops of trestle tables
- Branded banner on all reg comms

CHARGING STATIONS

COST

£8,000 + VAT

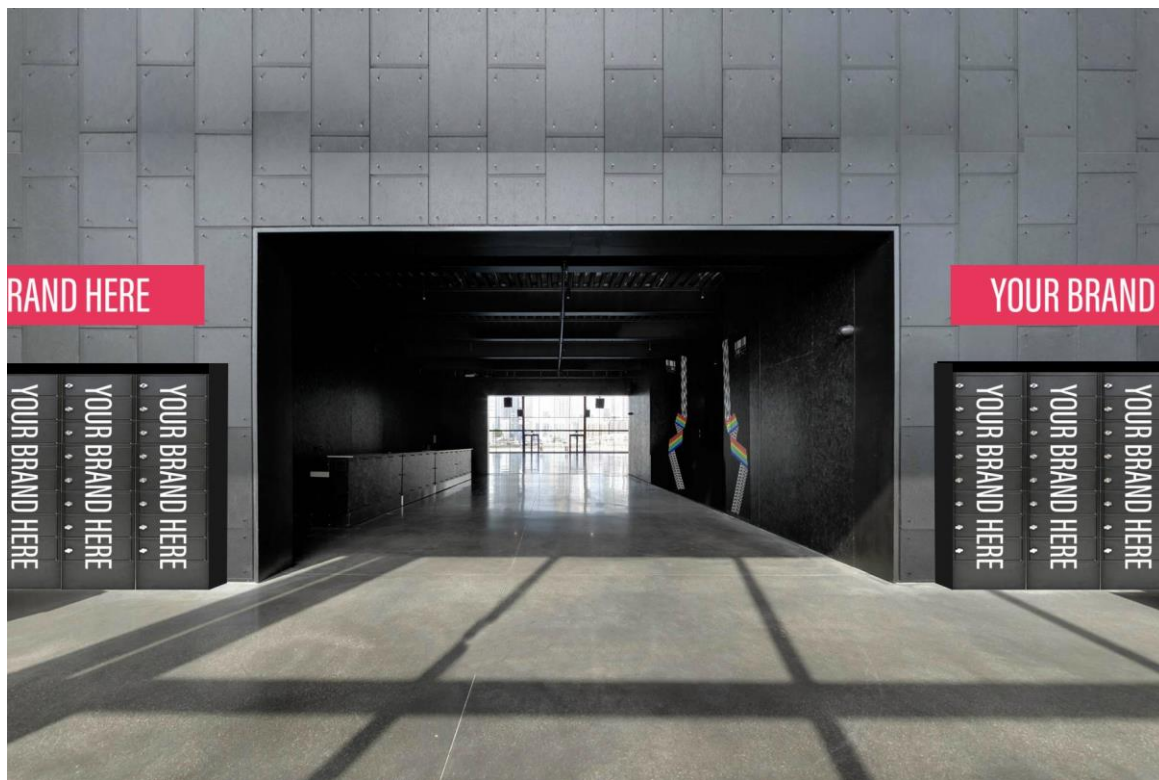
Package Includes:

- 10 x charging stations* in the Showground
- Branding to the top of each unit
- Artwork to be provided by sponsor

**Style dependent on availability*



CHARGING LOCKERS



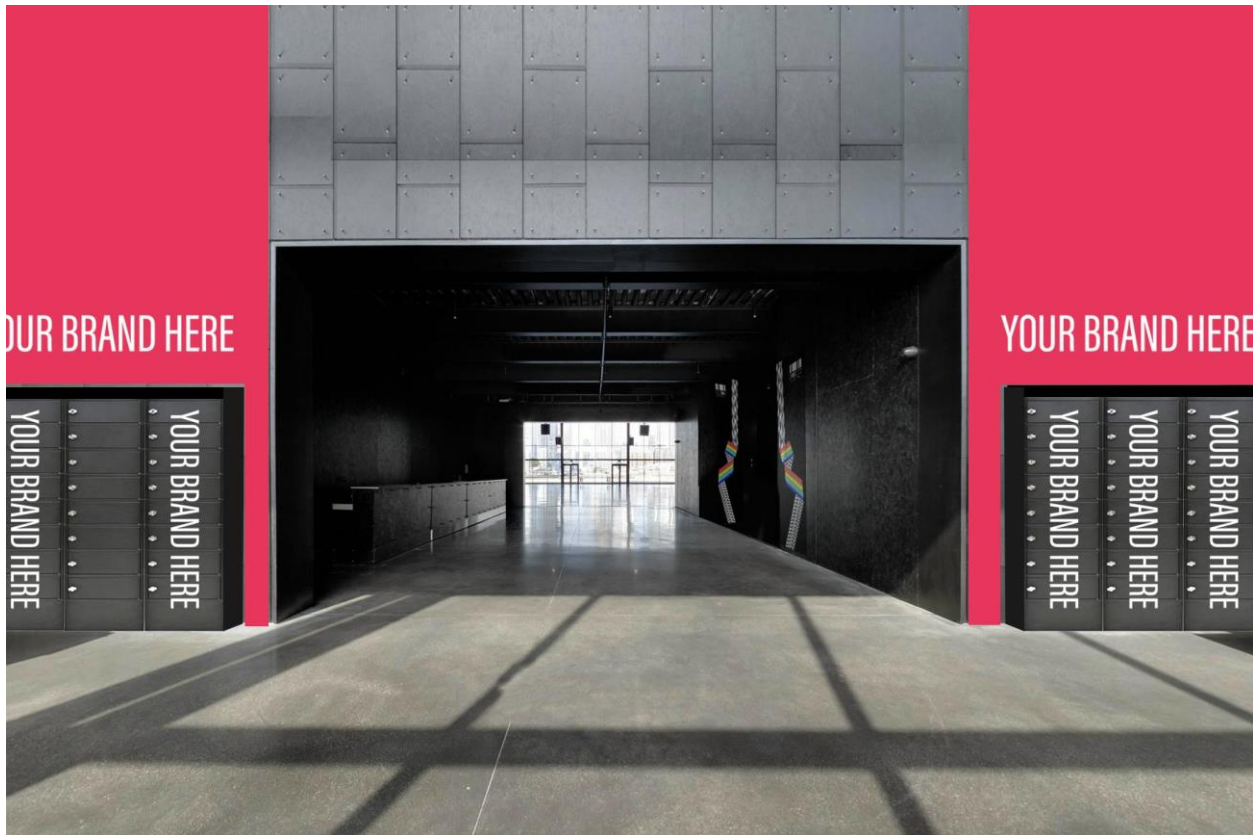
COST

£16,000 + VAT

Package Includes:

- Magnetic branding panel
- Branding for 10 x charging lockers (60 charging pockets each)
- Artwork to be provided by sponsor
- 2 x crew passes to man the lockers

CHARGING LOCKERS



COST

£20,000 + VAT

Package Includes:

- Full branding to back wall (pink area)*
- Branding for 10 x charging lockers (60 charging pockets each)
- Artwork to be provided by sponsor
- 2 x crew passes to man the lockers

**design must include Barcode branding in agreement with GroceryAid*

WATER STATIONS

COST

£4,000 + VAT

Package Includes:

- Back branding panels for 2 x existing water units
- Artwork to be provided by sponsor
- Opportunity to provide branded cups or bottles (no plastic)
- 2 x crew passes to man and replenish



GIANT DECK CHAIRS

COST

£2,500 + VAT

Package Includes:

- 1 x branded giant deck chair
- Artwork to be provided by sponsor
- Sited in the Showground or Drive



DECK CHAIRS

COST

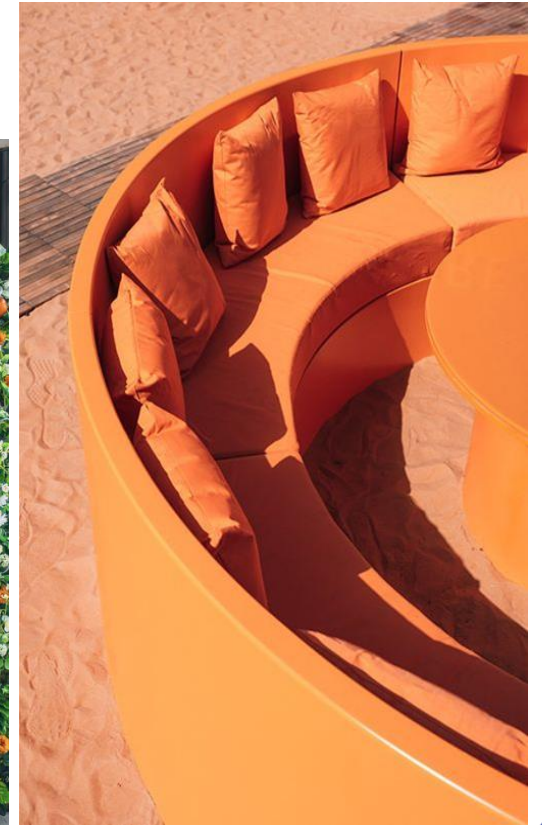
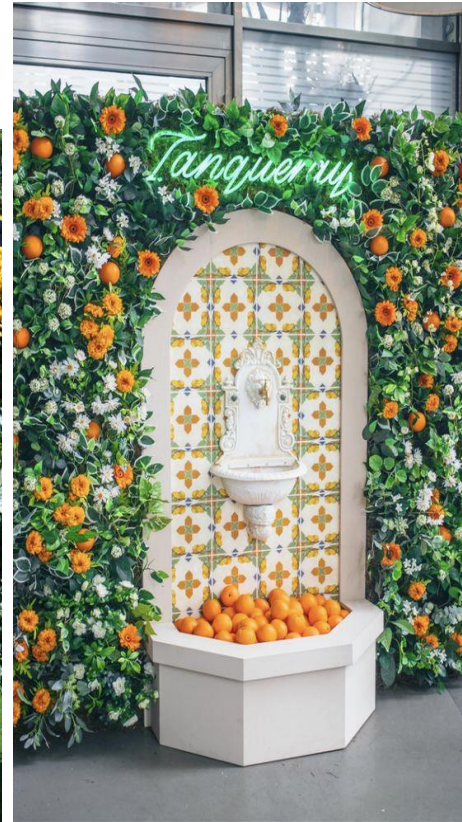
£2,500 + VAT

Package Includes:

- 4 x branded deck chairs
- Artwork to be provided by sponsor
- Sited in the Showground or Drive



BRANDED LOUNGE - INSPO



BRANDED LOUNGE



BRANDED LOUNGE NAMING RIGHTS

COST

£20,000 + VAT Full Sized

£12,000 + VAT Small Lounge

Package Includes:

- Naming rights for a Barcode Lounge
- Barcode to design, produce and install lounge area
- Signage with sponsor branding
- Creative, production & installation



BE THERE MOMENT

COST

£15,000 + VAT Package Includes:

- 2 x 3m photo opportunity
- Co-branded with Barcode Festival
- Creative (2 x rounds of amends), production & installation
- Sponsor to provide all brand assets & creative brief
- 2 x crew passes



WHAT HAPPENS NEXT?



Once you've confirmed your sponsorship package, we will work with you to make sure your sponsorship of Barcode runs as smoothly as possible.

GroceryAid will provide you with the following:

- Dedicated Sponsorship Manager
- Welcome Pack
- Sponsor Portal access
- Sponsor Manual
- Branded social media assets

What we need from you straight away:

- PO (if required for invoicing)
- High-res logos for social media and website exposure

Other things you need to provide:

- A dedicated activation contact
- Event documentation including H&S forms
- Ownership of all logistics, build, staffing and provision of product
- Serveware (if relevant)

TICKET
PRICES

Standard Ticket
£395 + VAT

VIP Ticket
£550 + VAT

Ticket includes FREE food, drink and non-stop entertainment.

BOOK NOW 



CONTACT

US



BARCODE
FESTIVAL

To find out more or book your package please contact:

events@groceryaid.org.uk



Scan to
follow us on
Instagram

VISIT THE WEBSITE

