



Align your brand with Aldershot's first and biggest multi venue music event this year.

**OXJAM Aldershot Takeover
Sponsorship Options**



Oxjam Aldershot Takeover – The Event

The Oxjam Aldershot Takeover is part of Oxfam’s month long music festival, run throughout October by volunteers in hundreds of locations across the UK. Local bands and artists are coming together to help fight poverty, help in emergencies and disasters and help communities build their own long term solutions.

This year is Aldershot’s first event, with Oxjam taking over 5 venues around Aldershot town centre, staging a huge variety of acts for a fantastic day and night of entertainment for hundreds of local music lovers. There is a real focus on involving local musicians, artists, businesses and volunteers to make this one of the most successful Oxjam events of the festival.

There will also be several fundraising events throughout the summer in the lead up to the main event in October:

When	What	Where
Saturday 27th June	Farnham Carnival	Oxjam Aldershot Takeover will be taking part in the carnival to raise awareness for Oxjam in towns and villages close to us
Saturday 27th June 3pm - 11.45pm	Oxjam Before & After Carnival party	The Marlborough Head, 14 East Street, Farnham, GU9 7RX. Will we be putting on a family friendly gig, with local bands, stalls and children’s activities.
Saturday 8th August 12 noon - 4pm	Oxjam Kiddies Fun Day	Ascension Church, 1 Ayling Lane, Aldershot, GU11 3LL A kids fun day to help raise money for Oxjam and eliminate holiday boredom for parents
Saturday 8th September	Art & Photography exhibition	The West End Centre, Queens road, Aldershot Local artists and photographers will be showcasing their work, to be auctioned off to the highest bidder to raise money for Oxjam
Saturday 17th	Oxjam Aldershot	Various venues in Aldershot will host fantastic



October	Takeover	musicians, DJ's and bands, this wrist banded event will encourage Local Music - Global Action
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Oxfam

Oxfam is a leading UK charity fighting global poverty. They focus on three main objectives worldwide:

- Emergency response
- Campaigning for change
- Development work

Oxjam's overall fundraising Goal for 2015 is **£22,000**. Oxjam Aldershot Takeover has a target of £3000 to help make this a reality.

"For us, Oxjam is the highlight of the festival season because everyone gets to make the noise themselves. The only thing more exciting than putting on your own event to help fight poverty is knowing that you're part of a movement of thousands of gigs, club nights and events right across the country." James from Klaxons

Oxjam Aldershot – The Opportunities

Oxjam Aldershot presents a unique opportunity for your business to be involved in an unforgettable series of events in Aldershot and surrounding towns to align your brand to a well respected charity, to increase local awareness of your brand, and of course to raise awareness of Oxfam. Previous supporters of Oxjam UK Events include Waitrose, Arsenal Football Club and Nando's to name a few.

Oxjam Aldershot Audience

Over 400 ticket holders from across Aldershot and the surrounding towns and the home counties. Utilising statistics from previous Oxjam events, we predict the following audience.



- 60-70% 18 to 34 year olds
- 55-60% female
- Vast majority ABC1
- Early adopters and opinion leaders

Since 2006, Oxjam as a whole has:

- Held 3500 events
- Raised £2 million for Oxfam,
- Featured 45,000 musicians,
- Been attended by over 1 million gig-goers
- Generated over 3,500 pieces of media coverage
- 2,500 YouTube videos
- Over 1000 facebook groups and pages – all of which create buzz around Oxjam and Oxfam.

Headline Platinum Sponsorship - £1000 investment

Headline sponsorship offers an exclusive opportunity to reach a local audience via online and offline communication channels, and to be at the forefront of an exciting local event.

Pre event:

- Company logo appears on all marketing material for the Oxjam Aldershot Takeover, including flyers, posters and email communications.
- Integration in to Oxjam Aldershot social media plan, including Facebook and Twitter
- Your logo on the Oxjam Aldershot Facebook page with a link to your website
- Social media support: announcement of partnership, retweeting of relevant tweets and engagement

Event day:

- 10 free wristbands for the Oxjam Aldershot Takeover Festival
- Branding on event literature and merchandise produced for the main takeover event
- Logo on printed staff T-shirts (60)
- Branding at our fundraising events leading up to the takeover



- Opportunity to provide product samples and flyers at the fundraising events
- Social media support: announcement of partnership, retweeting of relevant tweets and engagement

Post event:

- Usage of photos including your branding for promotional purposes
- Recognition on social media
- Recognition in post event press releases to local media
- Social media support: appreciation of partnership, retweeting of relevant tweets and engagement

Associate Gold Sponsorship - £500 investment

Associate sponsorship provides a prominent yet cost effective opportunity for local exposure for your brand.

Pre event:

- Company logo appears on all marketing material for the Oxjam Aldershot Takeover, including flyers, posters and email communications
- Recognition in Oxjam Aldershot social media channels including Facebook and Twitter
- Your logo on the Oxjam Aldershot Facebook page with a link to your website
- Social media support: announcement of partnership, retweeting of relevant tweets and engagement

Event day:

- 5 free wristbands for the Oxjam Aldershot Takeover Festival
- Opportunity to provide product samples and flyers at the fundraising events
- Social media support: announcement of partnership, retweeting of relevant tweets and engagement

Post event:

- Usage of photos including your branding for promotional purposes



- Recognition in Oxjam Aldershot social media channels including Facebook and Twitter
- Recognition in post event press releases to local media
- Social media support: appreciation of partnership, retweeting of relevant tweets and engagement

Other ways to support – gifts in kind

If your company is able to offer gifts in kind, please give us a call to discuss the various ways in which you could get involved. We are looking for production support, high quality raffle prizes, props, beverages and much more. In return your company will receive recognition in Oxjam Aldershot's social media channels, and a mention in the event programme. If you would rather put your name or company to a specific item we are looking for sponsors to provide funding to cover the cost of all the printing we need, this can be specifically flyers and posters, T Shirts, lanyards and programmes or merchandise. Also larger companies may wish to Match fund the entire event, whereby all monies raised could be doubled by a very kind and generous company.

Oxjam Aldershot is run entirely by volunteers, and we try to keep costs to the absolute minimum so that all funds raised benefit Oxfam. We greatly appreciate you taking the time to read through our sponsorship options.

We look forward to hearing from you soon and hope you're able to help us make Oxjam 2015 the best year ever!

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