



# Sponsor the Festival of Archaeology

Council for  
British Archaeology



## **Come and sponsor the largest programme of archaeological inspired activity in the UK**

**The CBA Festival of Archaeology is an annual celebration of archaeology and heritage incorporating hundreds of in-person and virtual events delivered by community groups, heritage organisations, universities, commercial archaeological units, and more across the UK.**

Festival events offer something for everyone: from fieldwork opportunities and guided walks to hands on art and craft activities; from digital conferences and online virtual adventures to year-round resources to help people get active and participate. With such a variety of activities and locations on offer the Festival is accessible to everyone, no matter their age, background or whether they are new to archaeology for the first time.

The Council for British Archaeology (CBA) act as coordinators and promoters of the Festival and we deliver a range of events and activities across the 16 days of the programme, including:

- CBA Festival of Archaeology 2026 Festival Launch Event
- Youth Event
- Festival Theme Day: Archaeology and Nature
- Youth Day including the Student and Early Career Conference
- Annual Festival flagship events such:
  - A Day In Archaeology
  - The Past In Our Hands
- Online talks and workshops
- Self-led activities

The CBA also provides advice and support for event organisers, promotes Festival activity throughout the year and provides the Festival website and event listings, making it easy to find out what's on and how you can take part.

## Festival Resources

The Festival's resources section on the website, contains a wide range of downloadable and online activities that enable individuals to get involved from wherever they are, all year round and creating a lasting legacy for many of the Festival's live events.

## Impact and Reach

Through the Festival, the CBA helps over half a million people to participate in archaeology, explore stories of places, and connect with the environment around them and has a digital reach of over 100 million.

## Festival Facts and Figures

**DIGITAL**



**Total digital reach of 101,441,273**



**449,000 impressions on Instagram**



**#**

**#FestivalofArchaeology**

49 million impressions  
Over 3.5 million users reached





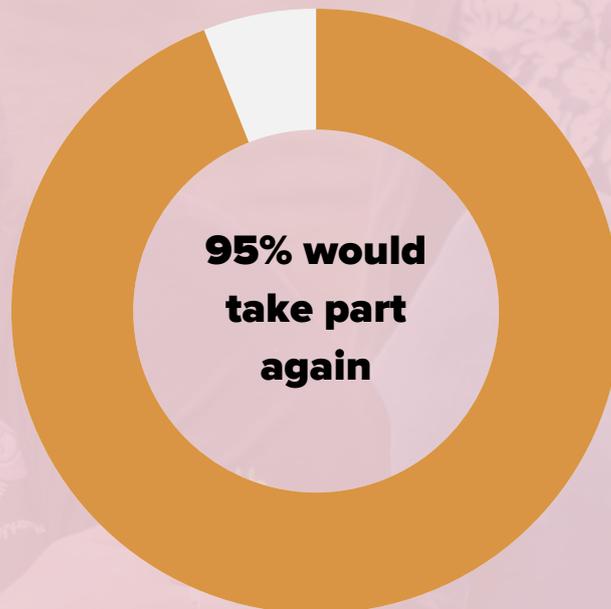
**250  
organisers**



**479 events in 2025  
engaging 123,754  
participants**



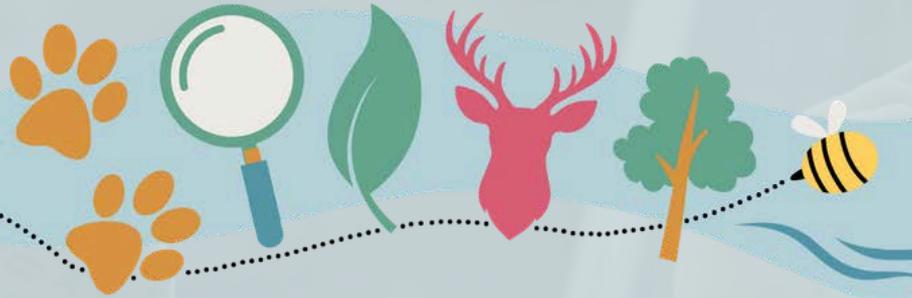
**273 Festival  
resources**



**1/10**

**experienced archaeology for  
the first time**





## **Introducing this year's theme: Archaeology and Nature**

We are excited to announce that the theme for the 2026 CBA Festival of Archaeology is “Archaeology and Nature”. The Festival will take place across the UK from Saturday 18th July to Sunday 2nd August.

Archaeology and nature are interconnected revealing how humans have lived with, shaped, and been shaped by the environment around them. By exploring the past using the climate, geology, animals, plants, landscapes and the effect of nature on archaeological sites and buildings today, we can understand how places and communities evolve and develop.

The Festival of Archaeology is the perfect time to bring these connections to life. Hosting an event — whether it’s a guided walk, a talk, community fieldwork project, or a creative workshop — invites people to see that archaeology isn’t just about the past. It’s about our ongoing story with the world around us.

By celebrating archaeology and nature, we can inspire curiosity and develop a deeper sense of belonging to the landscapes we share. We can’t wait to see how you interpret the theme.



## Sponsorship Opportunities

- Overall Festival Sponsor
- Special Event Days
  - Launch Event Sponsor
  - Youth Event Sponsor
  - Festival Theme Day Sponsor
  - Youth Day Sponsor
  - The Past In Our Hands Sponsor
  - #AskAnArchaeologist Day Sponsor
- Online talks and workshops Sponsor
- Competition Sponsor
- CBA Festival of Archaeology Website Sponsor



## Sponsors Package

### Overall Sponsor

The lead sponsor of the CBA Festival of Archaeology with their logo present on all event publicity including print material and the Festival website.

In addition, they will feature in press coverage and selected social media coverage.

A nominated representative will be asked to attend the opening event.

Space for promotional banner and material at the opening event and closing weekend.

The Overall sponsor will be included in all reporting on the Festival and follow-up promotion and celebration events up to and including the CBA Annual Meeting in February 2027.

### Special Event Day Sponsors

The named sponsor for their chosen day with their logo present on specific event publicity including print material and the Festival website.

In addition, they will feature in press coverage and selected social media coverage relating to their chosen day.

A Nominated representative will be asked to attend the if an in-person activity.

Space for promotional banner and material at the relevant in person activity. For online events coverage will be provided virtually.

Special Event Day sponsors will be included in all reporting on the Festival and follow-up promotion and celebration events (up to and including the CBA Annual Meeting in February 2027) relating to any coverage of the day they sponsor.

## **Online talks, Workshops, Self-led activities and CBA Festival of Archaeology Website Sponsors**

The named sponsor for their chosen activity with their logo present on specific event publicity including print material and the Festival website.

In addition, they will feature in any press coverage and selected social media coverage relating to their chosen activity.

Acknowledgement and space for promotion will be provide on the Festival Website.

Sponsors will be included in all reporting on the Festival and follow-up promotion and celebration events (up to and including the CBA Annual Meeting in February 2027) relating to any coverage of the activity they sponsor.

## **Social Media Coverage**

**For all sponsors the CBA will undertake the following Social Media promotion.**

- Announcement of sponsorship including tags, description of organisation
- Tagging in posts related to the activity or day being sponsored
- Live posts during events and activities which includes mentions of relevant sponsors
- Social media platforms will be Instagram, TikTok, Facebook, BlueSky, X, and YouTube.
- The primary host for material will be via the CBA Channel (@archaeologyuk) with specific links and tags to award sponsor where appropriate

To facilitate publicity and social media coverage we need following details and information:

- Social media handles
- Full organisation name / any abbreviations used
- Any photos they would like us to use
- A short description of their organisation
- Links and addresses to any company websites

