




CBA
**FESTIVAL OF
ARCHAEOLOGY**
2022

Sponsor the Festival of Archaeology

Council for
British Archaeology



Come and sponsor the largest programme of archaeological inspired activity and management 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 Twitter 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 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 2022 Festival launch and closing events
- Young People and Youth Leaders Weekend
- Festival Theme Day: Journeys
- Youth Takeover Day
- Annual Festival flagship events such:
 - A Day In Archaeology
 - #AskAnArchaeologist Day
- 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 70 million.

Festival Facts and Figures

DIGITAL



Total digital
reach of
70,803,603



#FestivalofArchaeology

61 million impressions
16.9 million unique
impressions



51,547
engagements





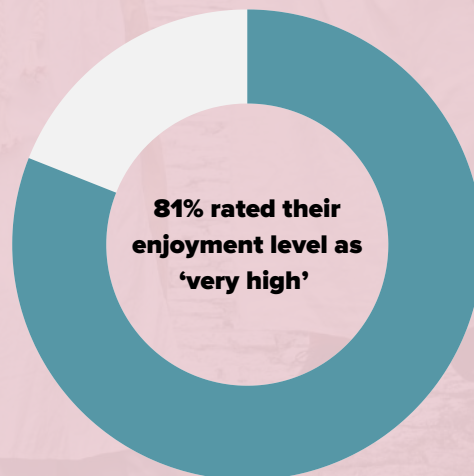
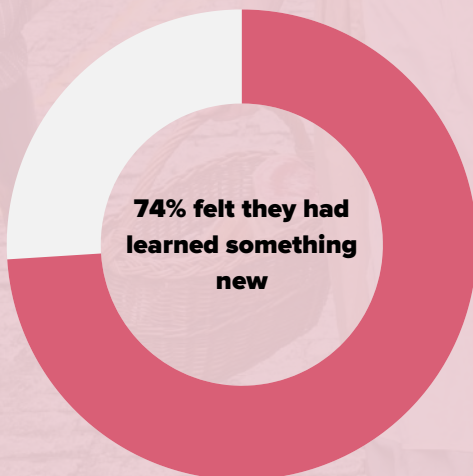
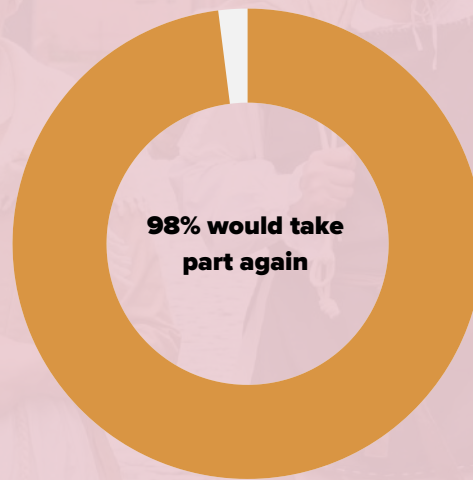
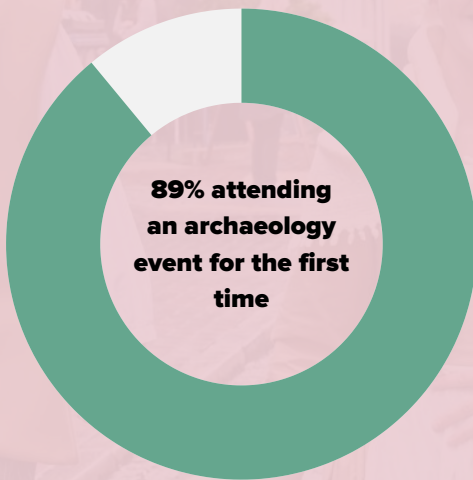
219 organisers



**1,229 opportunities to
engage in Festival
activities in 2021 across
505 events**



213 Festival resources



**CBA led events see 3x more young people attending
compared to the wider Festival**



Introducing this year's theme: Journeys



Getting from A to B, one step in front of the other, road to nowhere, life in the fast lane, life journeys, career paths, holidays and pilgrimages: our cultural language and heritage is littered with references to the Journeys we make in our lifetimes.

From the processes we apply to archaeological finds to transform their meaning, to the evidence of former transport systems - the theme of Journeys resonates through archaeology. Journeys happen at every scale, through space, time and personal experience. Journeys include daily commutes, trade routes and migrations. Journeys cross land and sea or take place within yourself as a personal journey.

Journeys of and within people traverse all genres and eras from prehistory to the modern day, a journey encompasses careers and volunteering (either from youth or a midlife change) to a journey of recovery and/or discovery.

We hope the theme of Journeys will help people discover the archaeology that is all around them. It will flow throughout the 2022 Festival in a myriad of ways from the obvious such as pilgrimage, roads, canals and railways to the wider the wider influence of folklore, customs, beliefs, traditions, knowledge and language.

A Journey encompasses many aspects of archaeology and heritage from travelling to progression, and during this year's Festival we want to help people discover new journeys and share their own, whether it be physical or psychological, tangible and/or intangible heritage.

We want to encourage people to discover the archaeology and heritage that is all around them. Unearthing the journey of sites, buildings, places, people, and events that make our local communities so special.

**Come and sponsor us and see where your
Festival Journey will take you?**



Sponsorship Opportunities

- Overall Festival Sponsor
- Special Event Days
 - Opening Event Day Sponsor
 - Closing Weekend Sponsor
 - YAC/Youth Weekend Sponsor
 - Festival theme Day: Journeys Sponsor
 - Youth Takeover Day Sponsor
 - A Day In Archaeology Sponsor
 - #AskAnArchaeologist Day Sponsor
- Online talks and workshops Sponsor
- Self-led activities including our Local Explorer Challenge Sponsor
- CBA Festival of Archaeology Website Sponsor



Sponsors Package

Overall Sponsor

The sole named 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 AGM in February 2023.

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 AGM in February 2023) 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 AGM in February 2023) 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
- Being tagged in posts related to the activity or day being sponsored
- Live tweeting during events and activities which includes mentions of them
- Primary social media platforms will be Twitter for live tweeting, Facebook for promotion and YouTube for video content. The primary host for material will be via the CBA Channel with specific links and tags to award sponsor where appropriate
- In addition there will be coverage via the CBA Instagram and TikTok accounts were possible

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

- Social media handles – Twitter and Facebook
- 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

