

The background image shows a group of runners in motion, blurred to convey speed, participating in a marathon on a city street. In the background, a large, ornate statue of a Roman figure, possibly a deity or emperor, stands prominently. The scene is set against a backdrop of modern brick buildings under a clear blue sky.

CBA
**FESTIVAL OF
ARCHAE
OLOGY**
2024

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 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 2024 Festival launch and closing events
- Young Persons event
- Festival Theme Day: Archaeology and Community
- 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 90 million.

Festival Facts and Figures

DIGITAL



Total digital
reach of
61,294,463



#FestivalofArchaeology

61 million impressions
10 million users reached

326,233
engagements





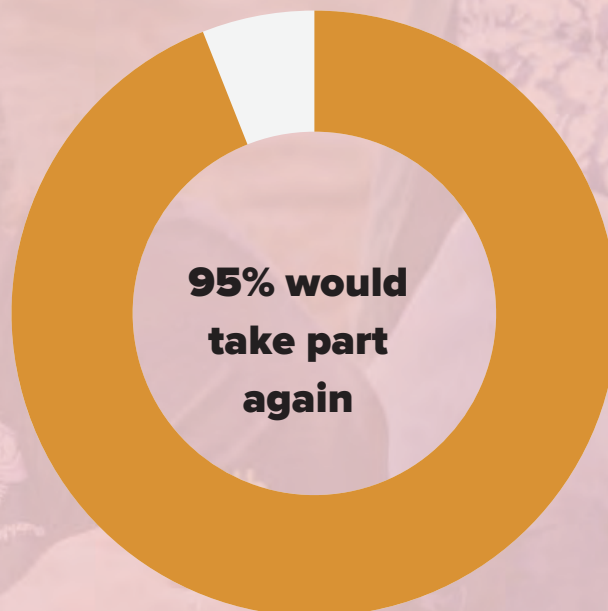
191 organisers



**611 opportunities to
engage in Festival
activities in 2023 with
457 events**



202 Festival resources



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



Introducing this year's theme: Archaeology and Community

The Council for British Archaeology (CBA) will be celebrating its 80th anniversary in 2024 – the perfect opportunity for us all to celebrate the incredible grassroots groups, societies, and individuals that share a passion for archaeology across the UK.

At its heart, archaeology is all about people and how we explore and interpret the past through the lens of the present day. Archaeology has the unique ability to bring people from all walks of life together through our shared sense of community – what it meant in the past, what it means to us now, and how we can shape our future.

During the 2024 Festival of Archaeology, we hope to celebrate ‘community’ in all its forms. From collaborative approaches to archaeological projects to sharing archaeology with others and creating new opportunities for people to explore the places they live through archaeology, the very groups, societies, and organisations that make up archaeology in the UK today.

So come and join us in 2024 and celebrate your community, your activities, and your archaeology. Over our 80th Anniversary let's make the biggest possible noise about archaeology and community.



Sponsorship Opportunities

- Overall Festival Sponsor
- Special Event Days
 - Opening Event Day Sponsor
 - Closing Weekend Sponsor
 - Young Persons Event Sponsor
 - Festival Theme Day: Archaeology and Community
 - Youth Day Sponsor
 - A Day In Archaeology 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 AGM in February 2025.

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 2025) 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 2025) 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

