



FESTIVAL

OF

ARCHAEOLOGY

Exploring heritage, shaping our future

Partner with the UK's Largest Celebration of Archaeology

The Council for British Archaeology (CBA) invites you to become a strategic partner for the Festival of Archaeology 2026. This is a unique opportunity to align your organisation with a national event that connects millions of people to the stories, places, landscapes, and environments that shape our world.

IMPACT AT A GLANCE

Be part of a national festival with a proven track record of wide public engagement and digital visibility:

- **64 Million** Digital Reach in 2 weeks
- **100 Million+** Total Digital Reach in 3 months
- **100,000+** Attendees
- **Hundreds** of in-person and virtual events nationwide



2026 THEME: ARCHAEOLOGY AND NATURE

July 18th – August 2nd, 2026

The 2026 Festival explores the vital interconnection between humans and the environment. From climate history and geology to how nature reclaims ancient sites, we are inspiring a deeper sense of belonging to the landscapes we share. From our Festival launch at Westonbirt, Gloucestershire, the Festival programme encompasses more than 450 events and over 100,000 attendees and participants nationally. Our online reach is now over 100 million digitally and growing.

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2026



ABOUT THE FESTIVAL

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

The Festival programme offers 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.

SPONSORSHIP OPPORTUNITIES

We offer four tiers of partnership designed to meet your CSR and marketing objectives:



Festival Headline Sponsor | £20,000

The ultimate brand integration across the entire 16-day national programme.

- Logo on all print materials, event publicity, and the official website.
- Featured in national press coverage and dedicated social media campaigns.
- Representatives invited to the Opening Event and the CBA Annual Meeting.
- Promotional banners/materials at the Launch weekend.

Festival Events Day Sponsor £10,000

Own a specific day of the festival, such as "Youth Day" or "Theme Day."

- Named sponsor for your chosen day with logo placement on day-specific publicity.
- Space for promotional materials at in-person activities or virtual coverage for online events.



Digital & Website Sponsor £5,000

Align your brand with our year-round digital legacy and educational resources.

- Logo on specific digital activity pages and downloadable resources.
- Dedicated announcement posts and tagging across Facebook, YouTube, Instagram, Bluesky, LinkedIn and TikTok.

Festival Patron £2,500

Demonstrate your commitment to UK heritage and community engagement.

- Included in all official Festival reporting and follow-up promotional events through February 2027.

BEYOND THE LOGO

Sponsorship with the Festival of Archaeology is a collaborative partnership.

We provide:

- Live Updates and real-time social media tags during events.
- Multi-Platform Reach with coverage across five major social networks.
- A year-round profile - your brand remains associated with our downloadable resources used by schools and communities long after the festival ends.

THANK

YOU

