

SPONSORSHIP OPPORTUNITIES

The CBA are seeking sponsors for the 2021 Festival of Archaeology. With a reach of over 500,000 the Festival is an opportunity to connect with audiences engaging with archaeology and heritage across the UK, Europe and North America. We have opportunities for a headline sponsor and sponsorship of individual days of the Festival. For an introduction to the Festival please watch our [promotional video](#).

WHO WE ARE

The Council for British Archaeology (CBA) is a charity working throughout the UK to give anyone the skills and opportunities to tell the stories of places and people to help us understand and connect to our world and make it a better more inclusive place. By inspiring people to explore places and engage with their environment through archaeology, we will help them make new connections with each other and the places in which they live and work. We will support more people to value diverse heritage and recognise the cultural value in everything, everywhere.

We will grow the public value of archaeology by connecting commercial, academic, and community groups to demonstrate the social impact of archaeology. We are a membership organisation with around 6,000 members and provide support to the network of CBA groups in England and Wales. Our work is broad in its scope, coordinating almost 80 Young Archaeologists Club's, helping to safeguard built heritage with Listed Building's Caseworkers in England and Wales and undertaking a wide range of advocacy and projects as well as producing British Archaeology magazine.

The CBA coordinates the [Festival of Archaeology](#), the largest annual festival to celebrate archaeological heritage in the UK. Now in its 30th year the Festival has grown from a single day to a two-week event in July. In a typical year we see around 1000 events delivered by 100s of organisers, all with the aim of encouraging more people to discover the archaeology in their local area. Activities range include fieldwork and training, talks and walks, re-enactments and hands on activities for people of all ages and abilities. Throughout the Festival we also have a number of themed days including Ask An Archaeologist Day, A Day In Archaeology, Student Takeover Day, Climate Takeover Day, High Streets Day, Youth Takeover Day and our opening and closing days.

Find out more about the Festival and the work of the CBA in our [2020 Highlight video](#).



REACH OF THE FESTIVAL

The Festival of Archaeology reaches thousands of people across the UK each year through creative opportunities to participate in archaeology. In 2020 we had an audience of over 500,000 and a digital reach of over 24 million.

Our Festival audiences are varied with an emphasis on over 50s with an interest in archaeology, heritage and culture. We also have a high level of engagement with young people (under 25) and families through our youth focused work and emphasis on family friendly activities and events. Furthermore, we have a growing audience from the United States and Canada and across Europe.



FESTIVAL THEMES

This year, our Festival theme is [Exploring Local Places](#) and we are encouraging people to celebrate local sites, stories and the people who lived and shaped our local places. Archaeology is a great tool to help people find out more about places through time. During the Festival in July there will be 100s of live events to enable people to discover the archaeology of where they live, or perhaps somewhere further afield.

In 2022 we will be exploring Archaeological Journeys, looking at experiences through time relating to travel and movement across towns, countries and continents. We will also be looking at how archaeological techniques have changed through the years enabling us to continue to reimagine stories of the past and sharing the journeys archaeologists take through their careers and voluntary experiences.

For 2023 our theme will be Creative Archaeology and we will be looking at a whole range of imaginative ways people can participate in archaeology as well as the opportunities it brings to recognise and create public value. Experimental archaeology, re-enactments and the creative arts offer plenty of inspiration to help us tell the stories of artefacts and sites in new and exciting ways – expect lots of opportunities to get ‘hands on’ and try something new.

BECOME A HEADLINE SPONSOR £15,000

We are looking for a headline sponsor for the Festival of Archaeology. This is an opportunity to reach the CBA's audiences through the Festival but also throughout the year via our wider networks including British Archaeology magazine and the Archaeological Achievement Awards. As headline sponsor you will receive the following benefits:

- Half page advert in the June/July and August/September editions of British Archaeology magazine
- Named as headline sponsor in all press releases and marketing content, including a series of podcast advertisements with BBC History
- Promotional opportunities at CBA-led live events
- Name and logo included on all CBA-led digital activity, including all recorded content uploaded to the CBA YouTube channel
- Profile across the Festival website
- Publicity through the CBA social media channels and e-newsletters
- Blog post your organisation on the CBA and Festival of Archaeology websites

Publicity relating to sponsorship will include the lead up to the Festival and the period following the Festival up until the 2022 Festival launch at the CBA AGM in February 2022.

SPONSOR A DAY OF THE FESTIVAL £5,000

We are looking for organisations to sponsor a day* of the Festival of Archaeology. As a day sponsor you will receive the following benefits:

- Logo included on the Festival website
- Publicity through the CBA social media channels and e-newsletter in any content relating to the day you sponsor
- Logo included in any CBA-led content created for the event, including any recorded content uploaded to the CBA YouTube channel
- Targeted publicity on the sponsored day
- Blog post promoting your organisation on the CBA website

*We will work with you to agree the most appropriate day for you to sponsor from our range of themed days.

We have provided sponsorship amounts here as a guide. We welcome the opportunity to discuss ideas with prospective sponsors and are open to creating alternative ways to create mutually beneficial collaboration experiences as part of the Festival.

We also welcome the opportunity to discuss multiple year sponsorship with offers available for sponsors in a position to support the Festival over 2 or more years.

FIND OUT MORE

For more information and to discuss sponsorship opportunities further, please contact Claire Corkill, Development Manager at clairecorkill@archaeologyuk.org.