

CBA  
FESTIVAL OF  
ARCHAEOLOGY  
2023

# 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 2023 Festival launch and closing events
- Young People and Youth Leaders Weekend
- Festival Theme Day: Creativity in Archaeology
- 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 85 million.

## Festival Facts and Figures

**DIGITAL**



**Total digital reach of 84,713,174**



**#**

**#FestivalofArchaeology**

66 million impressions  
10 million users reached

**326,233 engagements**





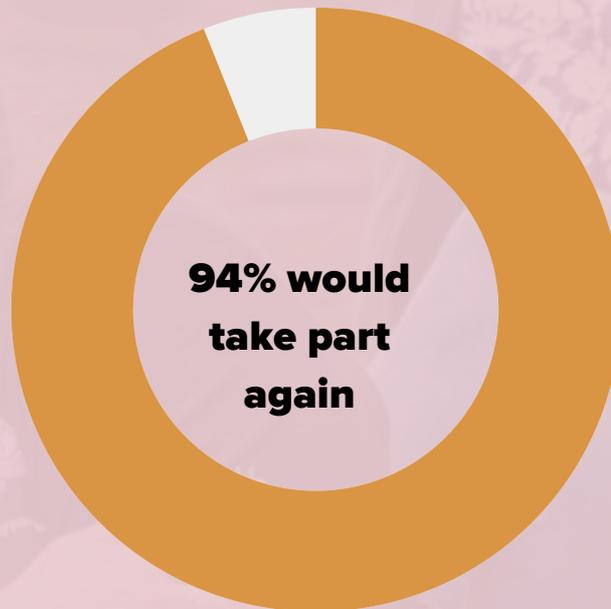
**233 organisers**



**794 opportunities to engage in Festival activities in 2021 with 439 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 Creativity**

This year our Festival of Archaeology theme is Archaeology and Creativity.

Archaeology at its heart is a creative process. It's about exploration and imagination, it's visual stimulation and inspiration; it's the process by which we create memory and meaning. By drawing on innovative technologies and using a wide range of tools archaeology helps us think about the world we live in.

Archaeology is about storytelling and archaeologists use creative practices such as art, music, creative writing, poetry and theatre to bring to life the material we uncover and the stories of the places and people around us.

Throughout the Festival there will be opportunities to explore archaeology across the UK, allowing people to get involved and show off their creative side.

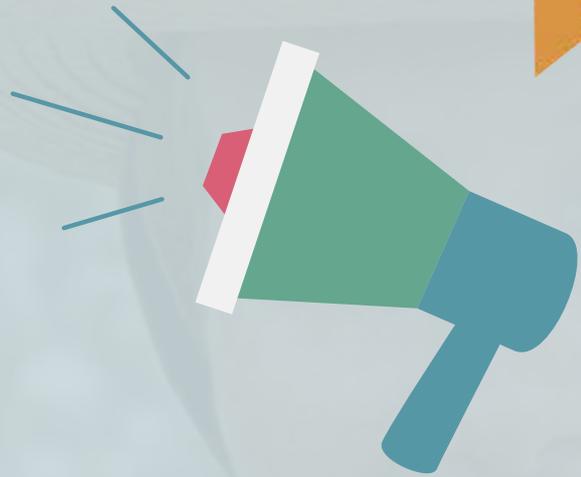
We will also be inviting everyone to share their stories of Archaeology and Creativity: whether in person, or online, we want to hear them all.

Archaeology - let's get creative in 2023!



## 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 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 2024.

### 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 2024) 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 2024) 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

