

# FESTIVAL OF THRIFT



# PARTNERSHIPS



# INTRODUCTION

Festival of Thrift reaches new audiences from all over the UK and beyond year on year, inspiring them to make the changes that make a big difference to our planet.

We build long-term creative partnerships with brands & organisations that share our values.

Our annual large-scale event is a major opportunity to creatively connect with our onsite audience & highlight what you are doing for a modern, sustainable world by aligning your brand with ours.

A partnership with Festival of Thrift will support and promote your commitments to deliver social, economic & environmental impact for a better world.

PROUDLY SUPPORTED BY



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



Stockton-on-Tees  
BOROUGH COUNCIL

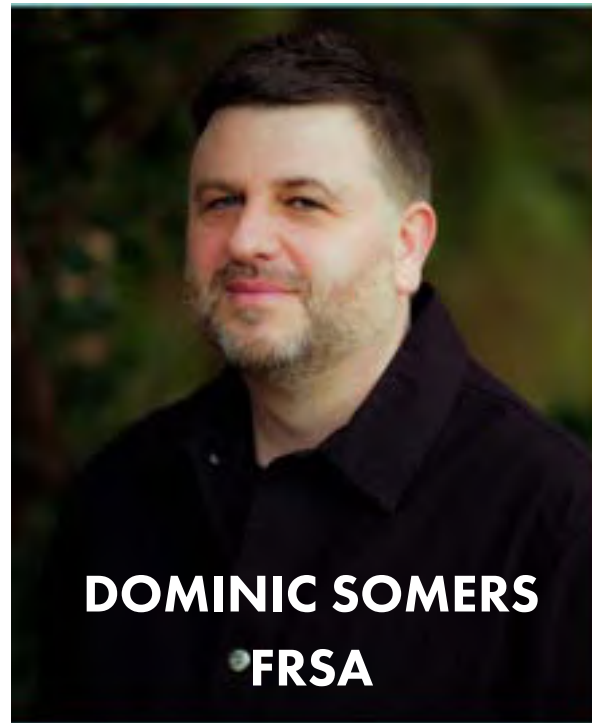


Tees Valley  
Mayor





# ABOUT US



# FESTIVAL OF THRIFT

Festival of Thrift is the National Celebration of Sustainable Living, proudly based in the Tees Valley.

Celebrating sustainability since 2012, the Festival builds a creative community through sharing skills and ideas for our sustainable future.

A flagship event in the Tees Valley, attracting national audiences and awards, Festival of Thrift has a free, year-round programme, culminating in our September festival weekend with activities for all the family.

Founded by Gerardine Hemingway MBE and Wayne Hemingway MBE, Thrift joined the Arts Council England National Portfolio of Organisations in 2023.

The festival is delivered by a Community Interest Company led by co-directors Dominic Somers FRSA, Tanya Steinhouser FRSA & Emma Whitenstall FRSA.



# OUR MISSION & VALUES

To promote the concept of sustainable living and be a voice for sustainable issues, globally and locally.

Build a unique and distinctive, fun and sustainable nationally important festival and wider year-round programme, that celebrates 'being thrifty', drawing positive media attention to the Tees Valley region.

Share the skills of artists, organisations & craftspeople, to inspire people of all ages to learn old ways and find new ways to be creative in their everyday lives.

Ensure wider economic benefit to the Tees Valley.

Contribute to community cohesion through wide engagement in our year-round programme and projects, volunteering and participation.

Celebrate heritage and place, contributing to the future prosperity of communities, places, business and industry.

# FESTIVAL OF THRIFT





# FESTIVAL OF THRIFT



## FESTIVAL WEEKEND

Every September we take over Billingham's town centre and park, transforming it into a packed joyful celebration of sustainable living.

Welcoming 50,000 people to debate, learn, try and enjoy every aspect of sustainability. From swapping, sharing, growing, cooking, making, creating, repairing and fixing with the added bonus of live music and a marketplace of ethical traders.

Thought provoking performances await you along with our special mix of hands-on fun, food, music, dance and song.

Festival of Thrift inspires our audience to make the changes that make a big difference to our planet.



# THRIFT 365

The climate crisis is growing, and we all need to take action, now. In our back yards, in our living rooms, in our communities, every day. So –we are no longer just an annual Festival, but we are becoming a campaigning organisation, encouraging everyone to make the shift to thrift.

We facilitate community-led climate action projects throughout the year from our community hub creating a platform for people to learn skills, build confidence and stimulate community cohesion.

We deliver workshops, demonstrations and talks across the Tees Valley to encourage creative participation, to educate, and to inspire debate & change.





# OUR REACH



VISITORS  
50,000+

MEDIA REACH  
3.6 MILLION  
OPPORTUNITIES TO SEE  
£1.4 MILLION  
ADVERTISING VALUE EQUIVALENT

SOCIAL MEDIA REACH  
500,000

WEBSITE VISITS  
70,000

# FESTIVAL OF THRIFT



## PRESS COVERAGE

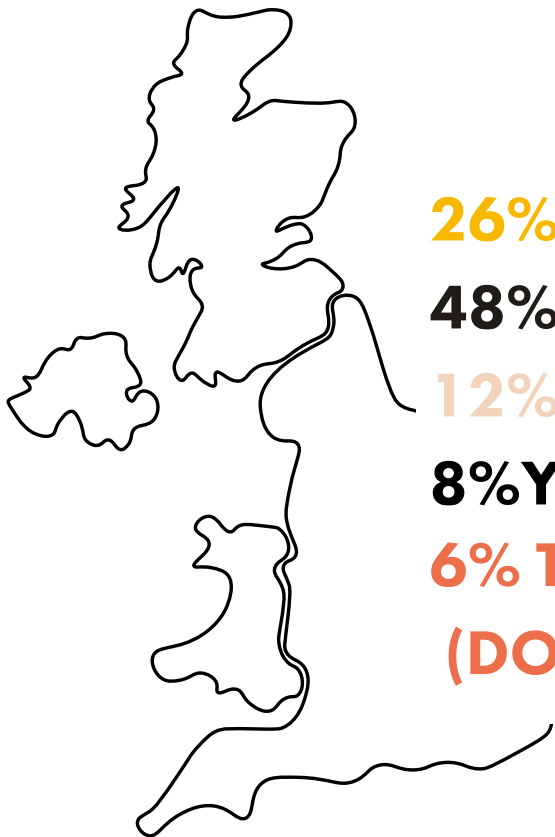
Overwhelmingly positive media coverage, live broadcasts from BBC Breakfast and coverage on BBC5 Live, Countdown, ITV Look North, Radio 4, BBC Good Food with features in the Daily Telegraph, The Guardian, Independent & Take A Break.



# OUR AUDIENCE

50,000

ECO CONSCIOUS CONSUMERS OVER  
THE FESTIVAL WEEKEND



26% REDCAR & CLEVELAND  
48% FROM TEES VALLEY  
12% NORTH EAST  
8% YORKSHIRE  
6% THE REST OF UK  
(DOUBLED SINCE 2021)



FESTIVAL OF THRIFT

76%  
VISITED WITH FAMILY & FRIENDS



AVERAGE GROUP SIZE 2.6  
AVERAGE NO OF CHILDREN 1

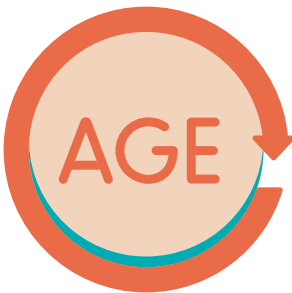
£103

AVERAGE SPEND  
PER PERSON



85%  
MATURE COUPLES OR  
BUSY OLDER FAMILIES

HIGH PROPORTIION  
OF FEMALE DECISION  
MAKERS



35 to 44 25%  
55 to 64 26%  
45 to 54 26%

11,500  
OF OUR VISITORS  
TEND TO BE  
COMFORTABLY OFF

THAT'S UP TO  
25,000  
POTENTIAL CUSTOMERS  
A DAY





**66%**

**AGREED THAT**

"THE FESTIVAL OF THRIFT GETS ITS AUDIENCE IMMERSED AND INVOLVED IN THE ARTS, SKILLS AND SUSTAINABILITY

**79%**

SAID THE FESTIVAL WAS THE ONLY REASON THEY VISITED REDCAR

**68%**

VISITED TO BE STIMULATED, ENTERTAINED AND INSPIRED TO DO SOMETHING NEW

“ WE BRING OUR CHILDREN TO A PLACE WHERE ECO AND ETHICS CAN BE FUN! ”

“ AS VISITORS TO THE AREA, WE FELT WELCOMED AND ENJOYED JOINING IN ”

**60%**

HAD BEEN BEFORE & WANTED TO RETURN



# HOW WE SUPPORT OUR PARTNERS

## BRAND AWARENESS

We put your brand in front of 50,000 eco-conscious consumers & get key messages out ahead of the festival

## ANIMATION OF BRAND

We enable you and your team to engage with our audiences in a creative way for maximum engagement

## CUSTOMER ACQUISITION

We put your team front & centre in a prime sited location in which to sell your products & showcase your brand

## CORPORATE SOCIAL RESPONSIBILITY

Share your story & showcase your ethics & values as an organisation by aligning your brand with ours.





# WHAT COULD YOU SUPPORT?

From a single project to a headline partnership, we will co-design a bespoke package, that aligns with your priorities & to your budget.

**HEADLINE SPONSOR** The full monty! Our highest profile partnership

**COMMUNITY MEAL** Ensure access for all to this festival favourite

**ECO AMBASSADORS** Support our team of litter & recycling angels

**VOLUNTEERS** Support the welcoming, friendly faces of the festival

**WORKSHOPS PROGRAMME** Keep our workshops free forever

**START UP ZONE** Support new local business to trade

**'THRIFT YOUR BIKE' CYCLE SCHEME** Support active audience travel





# SPONSOR A ZONE

# FESTIVAL OF THRIFT

Our site is divided into unique, interactive & creative zones where our audience can get hands on!



## ELECTRIC AVENUE

AN INTERACTIVE ZONE OF  
INNOVATIVE GREEN TECH  
& THE ORGANISATIONS  
LEADING THE TRANSITION  
TO NET ZERO.

## THE ALLOTMENT

A REAL COMMUNITY  
SPACE; GROWING,  
SHARING, FOOD AND  
DEMOS



## CAMP THRIFT

FUN FOR ALL THE FAMILY;  
NATURE, DEN BUILDING,  
OUTDOOR SKILLS, GAMES  
& LEARNING

## SLOW FASHION ALLEY

THRIFTY FASHION SHOW  
REPAIR SHOP  
PRE-LOVED, VINTAGE &  
UPCYCLED CLOTHES



# PARTNERSHIP CASE STUDY: BBC



In 2018 BBC events recognised that the Festival of Thrift was a direct route to engage with a key target audience they had identified in the North East, bringing their BBC Village with a range of activities for all the family, returning for second year in 2019.

"The Festival of Thrift hit lots of our BBC buttons as well as it being a thoroughly enjoyable event!"

**ALICE WEBB, BBC NORTH**



# PARTNERSHIP CASE STUDY: DARLINGTON BUILDING SOCIETY



DBS sponsored the highest engagement points onsite - our information points and volunteers. Our 60 strong team of volunteers wore branded badges & our gazebos had their logo creatively incorporated into their thrifty design.

DBS brought their own branded marquee, delivered cost of living workshops & a children's storytelling through multiple touch points across the site.

"We were proud to partner with Festival of Thrift in 2022 - the festival aligned with the Society's climate change agenda. Together, we shared our ambition to reduce our impact on the environment.

We hosted workshops across the weekend to help people budget better and plan their financial futures, which we hoped made a difference.

We were delighted to receive coverage from ITV's Look North, the Guardian and the Independent"



LOUISE THORPE, DISTRIBUTION DIRECTOR AT DBS



# WHAT OUR PARTNERS SAY

# FESTIVAL OF THRIFT



"Festival of Thrift is a fantastic way to promote messages about sustainability... We are truly delighted by its success and share the values it promote as demonstrated in our work to protect the environment and investment in our local communities."

LOUISE HUNTER, NORTHUMBRIAN  
WATER GROUP

"This creative, joyous event appeals to all ages and mirrors our own goals on sustainable living and practices. I would encourage other businesses to get involved as part of their Corporate and Social Responsibility Policy and to engage their employees with this fabulous event too."

CLAIRE WORDSWORTH,  
SABIC

"Festival of Thrift plays an important role in ensuring the vibrancy and creativity that makes our region such an exciting place to live, work, visit and invest."

CHARLIE KEMP, TEES VALLEY COMBINED  
AUTHORITY

"Growing and sustaining such a distinctive and successful national festival is a huge ask and a great achievement. Thank you."

JANE TARR, ARTS COUNCIL ENGLAND

PARTNERS  
PAST & PRESENT





# OUR OWN SUSTAINABILITY



Building on our ethos and our existing sustainable working practices we are challenging ourselves to do more to minimise the impact of our festival.

We have put into place a lasting strategy to ensure our own sustainability, reduce our impact on the planet and share this journey with our audience.



- We work with local SMEs to provide green power for some of our site
- Signed up to the Vision 2025 Green Events Code
- Record our carbon impact using Julies Bicycle Creative Green Tools
- Charge a mandatory carbon offset donation on our car park
- Work with Ecolibrium to balance 120.80 tonnes CO2e equivalent to 437,935 audience travel miles in 2022
- Introduced reusable festival cups
- Increased our vegetarian and vegan food options year on year
- Provide green travel advice, cycle routes, bike maintenance workshops, a guided ride to the festival site, supervised bike park & free onsite repairs
- Provide a 'green rider' for our artists to encourage eco-friendly choices
- Ban traders from bringing single use plastics & non-recyclable packaging



# LET'S MAKE A DIFFERENCE TOGETHER

From a single project to a headline partnership, we will co-design a bespoke package, that aligns with your priorities & to your budget.

We can't wait to welcome you on-site this year at Festival of Thrift!

## GET IN TOUCH

Emma Whitenstall  
Executive Director

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FESTIVAL OF THRIFT