



HUMBER STREET

SESH

**2024 SPONSORSHIP
OPPORTUNITIES**

HULL MARINA
SATURDAY
AUGUST 3RD
12PM - 11PM
2024

HELP SUPPORT EMERGING
TALENT IN OUR CITY

PROMOTE YOUR BRAND TO
AN AUDIENCE OF 20,000+

ENGAGE YOUR STAFF IN A
SPECTACULAR COMMUNITY
EXPERIENCE

HELP SUSTAIN A UNIQUE
EVENT IN OUR CITY

PUT YOUR BUSINESS IN THE SPOTLIGHT
AT HUMBER STREET SESH 2024



IT'S A NEW DAWN...

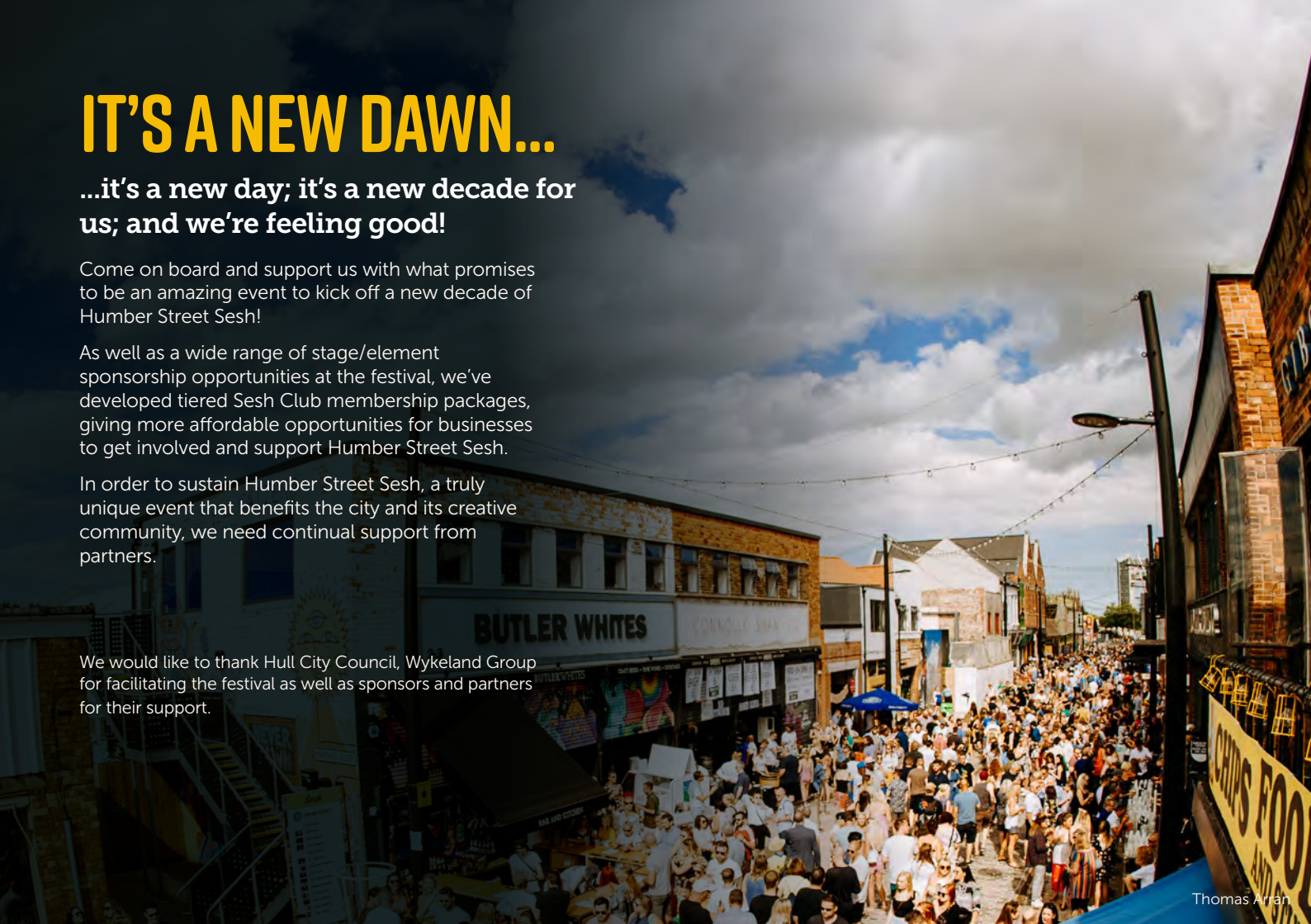
...it's a new day; it's a new decade for us; and we're feeling good!

Come on board and support us with what promises to be an amazing event to kick off a new decade of Humber Street Sesh!

As well as a wide range of stage/element sponsorship opportunities at the festival, we've developed tiered Sesh Club membership packages, giving more affordable opportunities for businesses to get involved and support Humber Street Sesh.

In order to sustain Humber Street Sesh, a truly unique event that benefits the city and its creative community, we need continual support from partners.

We would like to thank Hull City Council, Wykeland Group for facilitating the festival as well as sponsors and partners for their support.





Liam Jackson



Jason Shipley



Neil Holmes

THE POSITIVE IMPACT OF HUMBER STREET SESH

PROVIDES A POWERFUL PLATFORM FOR EMERGING ARTISTS AND CREATIVES

"Humber Street Sesh is vital for local artists for a number of reasons. Celebrating our local music community together helps raise aspirations of what we and our city can achieve when we work together. Performing to hundreds of people whatever stage you're on gives us, as artists, a guaranteed audience to build on for the rest of the year. Playing alongside fantastic industry talent, as well as the best local artists, not only helps us gain vital knowledge, but also provides us with opportunities to forge friendships that can help us reach out of Hull, whilst helping us raise our game to perform to the best of our ability, knowing the music scene and local community are watching."

Dan Mawer, O Phantom

Many of the festival's artists are receiving accolades for their recorded work via Radio 1 and Radio 6 whilst they tour across the world, from SXSW in Austin to major festivals in Europe and the UK.

Sesh Events Ltd continues to shine a spotlight on original unsigned artists at a variety of free events such as Trinity Live.

REINFORCES HULL AS A VISITOR DESTINATION

"We are delighted to continue our support for the Humber Street Sesh Team in 2023. The region's largest live urban music festival, 'Sesh', is now well established as a firm fixture in the city's annual event's calendar and continues to put Hull on the National Music Map. The unique mix of local, regional and national artists creates a programme that inspires new talent, as well as attracting visitors from all over the UK and overseas. A great asset for the city, Sesh provides economic impact, social benefit and profile for the city."

Anthony Yates, Head of Visitor Destination at Visit Hull

BOOSTS LOCAL BUSINESS

"Sesh is a real asset to the Fruit Market area and Hull and helps to promote our area. The festival has a huge impact on our three bars, one being a boost to profits and the other the vibe of the festival in the lead up to the event. Staff treat it as a day out which is great for our team."

Lee Kirman, Owner of Minerva, Taphouse & Cuban Pete's



PROVIDES EMPLOYMENT OPPORTUNITIES

1000+ local creatives are involved in HSS and in line with our environmental policy, we employ local businesses and contractors where possible. HSS also provides work experience and volunteering opportunities, giving valuable insight into the festival industry. Arts Council funding allows creatives to engage with established artists on projects and installations.

"Goodwin Development Trust's Youth Arts takeover have sponsored Humber Street Sesh for the last 3 festivals. We both share the same ethos of supporting young people and artists and importantly giving young people a platform to showcase their talents. By sponsoring the event, the festival gives our young people real and meaningful work experience in the creative industries, prior to and on the days of the event which directly contribute to broadening their work experience and even gaining work!"

Lloyd Dobbs, Training, Skills & Opportunities Manager,
Goodwin Development Trust.

CIVIC PRIDE

"Humber Street Sesh is one of my favourite days of the year, a day which brings together the best of the local musical talent, introducing bands to a wider audience. The pure joy I get in attending our own festival makes you proud to be from Hull."

Councillor Rob Pritchard, Portfolio Holder for Communities and Culture.



AWARDS



2022

Mark Page – Awarded Local Hero Award
– BBC Introducing

2019

Awarded – Remarkable Tourism Event –
REYTA Awards

2018

Awarded – Outstanding Medium Festival
– Yorkshire Gig Guide

2017

Awarded – Outstanding Established
Festival – Yorkshire Gig Guide

2016

Awarded Outstanding Grassroots
Festival – Yorkshire Gig Guide

Humber Street Sesh has received
numerous nominations from the UK
Festival Awards over the years for the
Best Metropolitan & Best Medium
Sized Festival.

SOCIAL MEDIA REPORT 2023

By supporting Humber Street Sesh, you'll reach a massive audience on our socials.

FACEBOOK

REACH

507k

IMPRESSIONS

1.6m

ENGAGEMENT

22k

PAGE LIKES

21.3k

INSTAGRAM

REACH

152k

IMPRESSIONS

307k

ENGAGEMENT

16.5k

FOLLOWERS

10.6k

TWITTER / X

IMPRESSIONS

311k

ENGAGEMENTS

3.5k

FOLLOWERS

11.2k

WEBSITE / APP

TBC

Report generated by Humber Street Sesh on 10th Aug 2023



SPONSORSHIP BRAND ASSOCIATION

PR MATERIALS/ DESIGN ASSETS

Take pride of place on all our materials and become synonymous with Sesh! Partners' names will appear on:

FESTIVAL FLYERS

POSTERS

STREET BANNERS

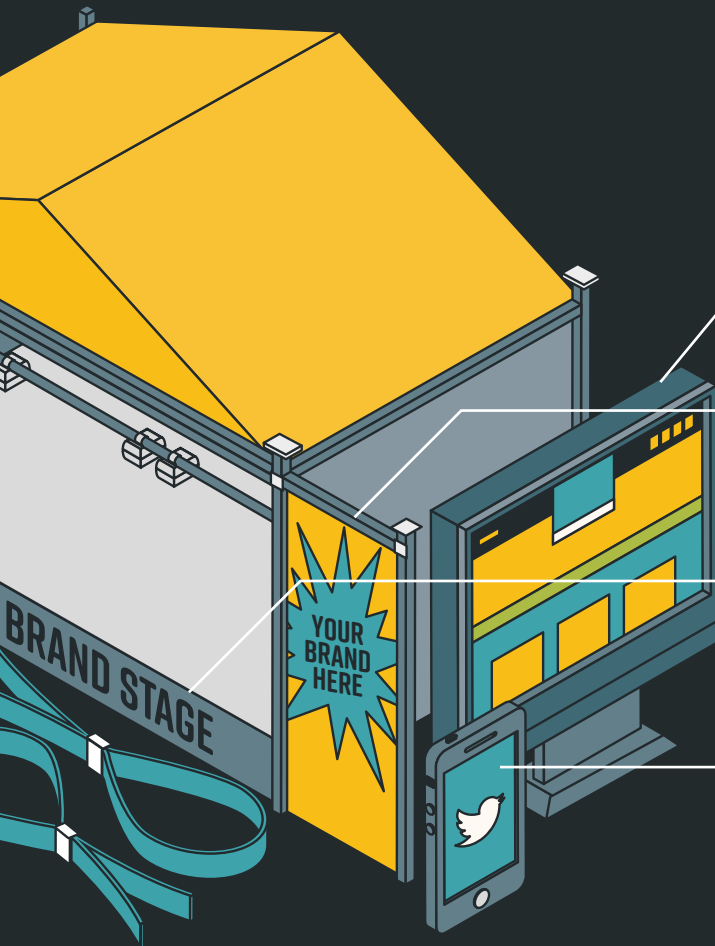
COMPLIMENTARY BAMBOO WRISTBANDS

Complimentary wristbands can be arranged according to sponsorship.

VIP SUITES

A limited number of VIP wristbands are available to sponsors, allowing access to access to an exclusive VIP suite in the heart of the festival to enjoy complimentary Prosecco, wine and nibbles.





FESTIVAL WEBSITE

Humberstreetsesh.co.uk

Partners' logos will be featured on our home page, with links to their websites. Partners' logos will also feature on the stage pages of the stage/element supported.

STAGE BRANDING

Banners can be supplied by the festival.

NAMING RIGHTS

Partners will have the opportunity to name the stage/element or area supported.
(Excludes BBC Introducing)

SOCIAL MEDIA

Partners' support will be individually acknowledged, and they will be included in all posts relevant to their support.

SPONSORSHIP RATE CARD 2024

Humber Street Sesh needs you! Passionate about culture in Hull? Believe in the value of community events? Why not showcase your business to a massive audience at a spectacular event, whilst helping emerging creatives from Hull and beyond?

Love a collaboration? We do. Why not sponsor a stage with another business? Working together works wonders.

ENQUIRIES:

To find out more please get in touch with Elise Witty:

07722 183820

elise@sesheventsuk.co.uk

Please note: All stages/elements are subject to change. New sponsorship opportunities are still anticipated leading up to the festival. All prices are subject to VAT.

MAIN STAGE

The awesome Main Stage has hosted some exceptional bands and headliners over the years from Hometown heroes like The Hubbards, Life, Low Hummer and King No-One, to national emerging talents such as Yonaka and The Hunna. 2023 saw the Main Stage host a more contemporary line up with our first ever UK Rap artist, headliner, Chiedu Oraka, alongside R&B and electronica acts. The magnificent Main Stage will be located on the Marina.

£24,000



THE SESH STAGE

The Sesh Stage plays host to more visiting acts than any other stage at the festival. Located at the heart of the festival on Wellington Street, adjacent to the BBC Introducing Stage; The Sesh Stage will host the best emerging buzz bands who are already gaining the attention of the industry.

£15,000

Anete Sooda



FESTIVAL WRISTBANDS

Have your brand emblazoned across more than 20,000 environmentally friendly wristbands. This is sponsorship with longevity: you'll see festival goers proudly wearing their Sesh wristbands long before and after the festival!

£8,000



Phil McCoy

DEAD BOD STAGE

A homage to Hull's iconic artwork, the Dead Bod Stage is funky and fabulous, aptly moored on Nelson Street, with the stunning Deep building as its backdrop. A real community favourite that captivates all to come on board!

Many thanks to Hull Trains for their continued sponsorship of the Dead Bod Stage.



Sedman Snapsa

SILENT DISCO

This surreal world, situated inside C4DI carpark, is firmly established as a festival favourite, where young and old get their dancing shoes on and have a ball! **Many thanks to Hull Business Angels and Citywide Partners for their continued sponsorship of the Silent Disco.**





BBC INTRODUCING STAGE IN SOCIAL

The 300 capacity Humber Street venue, Social, will be the talk of the festival, showcasing some of the UK's top emerging bands in the city's coolest hangout with the BBC Introducing team from BBC Radio Humberside/York at the helm.

£3,000

THE HUMBER STAGE

The Humber Stage, located by the iconic Minerva Pub, will give a platform to all the community favourites, featuring some of the best acts from Trinity Live and the weekly Sesh at Polar Bear.

**Many thanks to
Cuban Pete's for their
continued sponsorship
of the Humber Stage.**

**CUBAN
PETE'S**



RESIDENTS ASSOCIATION

This hugely popular stage will create a New York bloc party vibe, with heavy bass and eclectic beats, courtesy of the Three Crowns Sound System. DJs from Residents Association, from the legendary Adelphi Club, will grace the decks inspiring spontaneous dance and pure joy! Residents Association will be part of the new Dance Arena.

£5,000



YOUTH STAGE

The Youth Stage is where we encourage young artists to make their mark. The programme will be curated by Freedom Road Creative Arts team, and Wilberforce Sixth Form College, who have provided us with the next generation of pop/rock stars over many years. The stage will be situated in the heart of the festival on Wellington Street, close to the Main Stage.

**Many thanks to
Wilberforce College
for their continued
sponsorship of the
Youth Stage.**





Robert Bentley

ROCK STAGE

Having omitted the Rock Stage from HSS since 2019, we've realised that the Rock fraternity of the city are feeling left out. With that in mind, and with an increase in exciting emerging Rock bands in the region, we're bringing it back for 2024.

Located in the new Undercroft Car Park adjacent to C4DI, the Rock Stage will host some of hottest rock bands covering all styles of the genre, whilst also giving opportunities to some of the younger acts breaking through.

£3,000

ACOUSTIC WAREHOUSE

With events such as Sesh, Trinity Festival and Pearson Park Live, we're very aware of the immense talent we possess as a city, especially when it comes to singer/songwriters. The Acoustic Warehouse on Pier Street adjacent to Humber Street will showcase a multitude of talent widening performance opportunities at the festival.

£2,000





CREATIVE ARTS MARQUEE

A magical den bursting with creative play for budding young artists! The Creative Arts Marquee is curated by the wonderful Hull charity, Scrapstore, who provide affordable resources to children and young people.

Many thanks to Hull Business Angels for their continued sponsorship of the Creative Arts Marquee.



PHOTO EXHIBITION

Provide a platform for some of Hull's best photographers. The large festival photo exhibition will celebrate Hull at its very best and our sponsor's name will adorn each large AO board.

£2,000



ORIGINAL BREW

Hosted on the mezzanine of Hull's favourite Marina café, Thieving Harry's, the Original Brew DJ team will be spinning the very best in 50s & 60s, R&B, Doo Wop and Fried Funk, providing a warm and vibrant entry soundtrack to Humber Street. Branding opportunities are available outside and within Thieving Harry's.

£2,000

Phil McCoy

Katie Ashton

SESH STREET PERFORMERS

A variety of street performers will bring fun and captivating entertainment to the festival with flash mobs, Kingston Swing Lindy Hop, graffiti artists and lots more, creating the special touches that make a festival magical.

POA

THE SESH CLUB MEMBERSHIP PACKAGES

Come on board as a Sesh Club member and enjoy some exclusive benefits whilst providing a platform for the region's emerging musicians at a spectacular event!

BRONZE - £1,000 + VAT

10* complimentary wristbands (worth up to £300)

1 Heras scrim banner size 3.5m (l) x 2m (h) for company branding (£99 each + vat at sponsor's cost)

1 social media shout out**

Logo on HSS Website

SILVER - £2,000 + VAT

20* complimentary wristbands (worth up to £600)

Up to 2 Heras scrim banners size 3.5m (l) x 2m (h) for company branding (£99 each + vat at sponsor's cost)

1 social media shout out**

Logo on HSS Website

GOLD - £3,000 + VAT

30 *complimentary wristbands (worth up to £900)

2 Tickets for an event at Social on Humber Street subject to availability (worth up to £50)

2 Exclusive VIP wristbands with access to VIP suite for complimentary drinks and nibbles

Up to 3 Heras scrim banners size 3.5m (l) x 2m (h) for company branding (£99 each + vat at sponsor's cost)

1 social media shout out**

Logo on HSS Website

*Additional discounted wristbands can be purchased by Sesh Club members in advance of the festival.

**Social Media Metrics

Facebook : Reach 507,000 Engagement 22,000

Instagram : Reach 152,000 Engagement 16,500

X (formerly Twitter): 311,000 Impressions 11,200 Followers

ENQUIRIES:

To find out more please get in touch with
Elise Witty:

07722 183820

elise@sesheventsuk.co.uk

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**Rethink
rubbish.**

Check out our beach hide
exchange your unwanted
**biodegradable face glitter
edition pint cup***

**UNIVERSITY
OF HULL**
It's your **plastic pledge?**

Find out what's
happening to this plastic at

**British
Science
Festival**



Festival Directors:

Mark Page

Festival Creative Director
mak@sesheventsuk.co.uk

David Mays

Festival Production & Site Director
dave@sesheventsuk.co.uk

Justine Peacock

Festival Production and
Health & Safety Director
justine@sesheventsuk.co.uk

Head of Communications

Sponsorship Liaison Officer
Elise Witty
elise@sesheventsuk.co.uk




Design

Joe Cox
(Form Shop & Studio)

Official Humber Street Sesh YouTube channel:

www.youtube.com/@seshevents

WWW.HUMBERSTREETSESH.CO.UK

 @humberstreetsesh  /HumberStreetSesh  @HumberStreetSesh