



Sponsorship Packages 2026

Wired-up is Highworth's biggest town-wide event which sees thousands of people attend this family-friendly festival. It is a key cultural gathering locally which brings an eclectic mix of music performances, dance displays, children's entertainment and activities along with a quality mix of food and drink offerings for ticket holders to enjoy during their visit.

Partnering your business or organisation with WrdeUp festival will show your commitment to the town and "put your name in lights" during and on the lead up to the event. For those wanting to engage with the local community, this is the perfect opportunity to demonstrate and grow your involvement with our close-knit town.

There are a number of ways you can sponsor the event which are shown below and you can always chat to us directly to discuss any other options, do give us a shout at hello@wrdeup.co.uk and we'll call straight back.

The earlier you commit to sponsoring the event, the longer you reap the rewards and reach of our campaigns!

'Top-Banana' Sponsorship

one sponsorship package available.

As our Top Banana sponsor you will be given maximum exposure by including your branding at the bottom of all tickets as a core partner to the festival, alongside branding at the main stage which is undoubtedly the busiest part of our festival site. We will work with you to brand this area so that your company name and logo is highly visible.

In addition to this, you will also receive the following benefits:

- Provide up to **TEN** of your own banners to go up around the event site, including at the main entrance. We can work with you to find the best site positions.
- Your company logo will be displayed on the WRDE UP website and we will build in a hyperlink to direct visitors to your own website.
- 30 complimentary tickets to WRDE UP so that you can have your own party on site, on the day alongside a free drink each.
- Only event sponsor to be advertised on our event flyer given to EVERY event attendee upon entry.
- 3 dedicated social media posts with a brief description of your company, along with your logo and web address, will be mentioned during the run up to WRDE UP on Facebook & Instagram (over 2500 followers)
- Included in a thank you to our sponsors email to everyone subscribed. (currently in excess of 1,600 names and growing!). You will also get one dedicated thank you email sent to all our subscribers as our number one sponsor.

If you have any other specific sponsorship requests, please feel free to contact us and discuss them. If we can accommodate you, we will!

Cost of package: £4750 + VAT

‘Diamond-Geezer’ Sponsorship

one sponsorship package available.

As our Diamond-Geezer sponsor you will be given maximum exposure at WRDE UP by having your company name and logo incorporated into our bar areas. We can also include a QR code that will direct our audience straight to your website.

This will be seen by everyone attending the event, throughout the course of the day.

In addition, you will receive the following benefits:

- Provide up to **FIVE** of your own banners to go up around the event site, including at the main entrance. We can work with you to find the best site positions.
- Your company logo will be displayed on the WRDE UP website and we will build in a hyperlink to direct visitors to your own website.
- 20 complimentary tickets to WRDE UP so that you can have your own party on site, on the day alongside a free drink each.
- 2 dedicated social media posts with a brief description of your company, along with your logo and web address, will be mentioned during the run up to WRDE UP on Facebook & Instagram (over 2500 followers)
- Included in a thank you to our sponsors email to everyone subscribed. (currently in excess of 1,600 names and growing!).

If you have any other specific sponsorship requests, please feel free to contact us and discuss them. If we can accommodate you, we will!

Cost of package: £3,250.00 + VAT

‘Big-Dipper’ Sponsorship Package

two sponsorship package available.

High exposure with a sponsorship of the epic kids area full of colourful activities, interactive workshops, performances and novelties.

- 3x corporate banners will be fixed to the festival fence in that area.
- Your company logo will be included on our two large sponsor boards – one positioned at the festival entrance and one in the bar area.
- Your company logo will be displayed on the WRDE UP website and we will build in a hyperlink to direct visitors to your own website.
- 10 complimentary tickets to WRDE UP and a free drink.
- 1 dedicated social media posts with a brief description of your company, along with your logo and web address, will be mentioned during the run up to WRDE UP on Facebook & Instagram (over 2500 followers)
- Included in a thank you to our sponsors email to everyone subscribed. (currently in excess of 1,600 names and growing!).

Cost of package: £1,200.00 + VAT

'Our Mate' Sponsorship Package

two sponsorship package available.

Sponsorship of the mighty essentials, site infrastructure and toilets.

- A corporate banner (measuring 280cm x 80cm and supplied by you), will be fixed to the festival fence.
- Your company logo will be included on our two large sponsor boards – one positioned at the festival entrance and one in the bar area.
- Your company logo will be displayed on the WRDE UP website and we will build in a hyperlink to direct visitors to your own website.
- Included in a thank you to our sponsors email to everyone subscribed. (currently in excess of 1,600 names and growing!).
- 5 tickets for your colleagues
- 1 dedicated social media posts with a brief description of your company, along with your logo and web address, will be mentioned during the run up to WRDE UP on Facebook & Instagram (over 2500 followers)

Cost of package: £500.00 + VAT