



FREQUENCY

FESTIVAL

**SPONSORSHIP**

**PACK 2019**





# FOREWORD

In partnership with Lincoln, we aim to develop Frequency into one of the world's leading digital festivals; using it as a platform to showcase how digital culture is impacting on our lives and reshaping cities in the 21st Century. We are working to inspire other leading companies and brands to join us on this journey and help build an exhilarating festival experience for our visitors.

**Uzma Johal MBE**  
Co-Director of Frequency Festival

“Frequency Festival brings artists, creatives, local and international visitors together in Lincoln to celebrate the very best emerging and developing digital culture. The festival gives people the chance to discover new things, where they can explore the digital world through immersive street art, installations, workshops and performances.”

**Peter Knott**  
Area Director  
Arts Council England

“Lincoln is growing at a very fast pace with an incredible level of investment coming into the city centre, completely transforming it through a brand new £30m transport hub, associated regeneration of adjacent streets and investment in a free WIFI network across the area. The success has been integrating the historic nature of the city with a contemporary dynamic feel. Frequency Festival therefore has a natural home in the city and we very much look forward to hosting the festival once again.”

**Simon Walters, MBA, ACIS, MCMI**  
Director for Communities  
and Environment  
City of Lincoln Council

“Frequency Festival has evolved into a genuinely unique and innovative offering that connects artists and audiences in exciting new ways.

“We look forward to seeing how Frequency 2019 will spark debate about one of the fundamental questions of our time: how is the digital revolution changing the way we live, and how should we respond to that as individuals and institutions?”

**Professor Mary Stuart CBE**  
Vice Chancellor  
University of Lincoln

# ABOUT FREQUENCY

Welcome to Frequency, an international festival of digital creativity, hosted biennially in the historic city of Lincoln. Since its inception in 2011, Frequency has become renowned for city-wide digital takeovers in non-traditional spaces including exhibitions of site-specific work, live performances, workshops, talks, and immersive and interactive experiences.

2019 is a Frequency year, and between 24-27 October, an audience of over 30,000 people are expected to visit Lincoln across the 4 days of Frequency Festival to enjoy a unique visitor experience that celebrates the pioneering spirit of digital innovation.

## OUR VISION

With the support of Arts Council England, University of Lincoln and a range of selected commercial partners, we aim to develop Frequency into one of the world's leading digital festivals. Frequency will showcase and nurture the best emerging and established creative talent; harness the collective voices of the creative industries to help shape the future of digital culture; engage audiences and inspire the digital creative in us all.

## OUR VALUES

Democracy	Excellence	Inspiring	Opportunity
We believe that everyone has the right to access ideas, space and a platform to debate. Digital is about everyone. In a connected world we are all equal.	We produce a high-quality Festival program that brings new, exciting and thought-provoking experiences to audiences, artists and place.	We bring together digital thought leaders and the creative industries to help shape UK digital culture and inspire change.	We showcase and nurture emerging and established creative talent from the UK and across the globe to bring forward the next generation of talent.



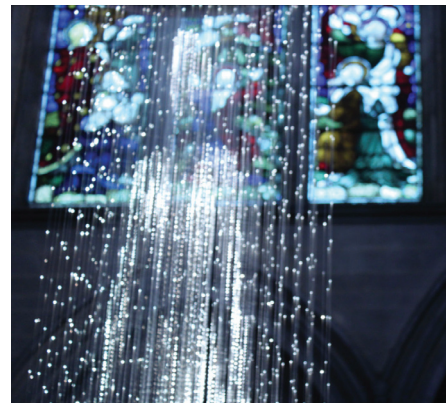
Ashley James Brown, 2017

UK



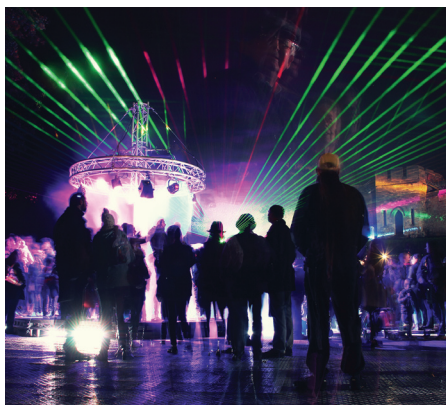
Nicolas Canot 2017

France



Roseline De Thelin, 2011

France



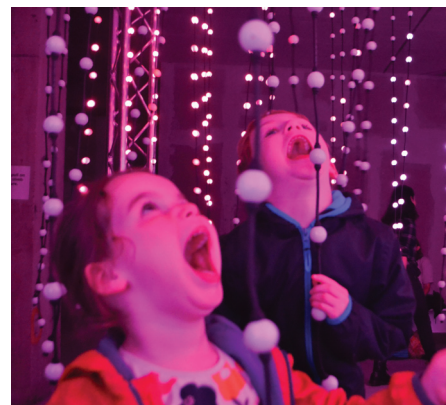
Seeper, 2015

UK



Shun Ito, 2015

Japan



Squidsoup, 2015

UK



The Anti Gallery, 2017

UK



Urban Projections, 2013

UK



Wife, 2013

USA

# WHY COME ON THE JOURNEY WITH US?

As Frequency develops into one of the world's leading digital festivals, the focus on Lincoln as a digital focal point in the UK increases. This creates a unique growth and investment opportunity for both local and national businesses.

Today, every business is a digital business. Mobile devices have taken the market and enable us to be permanently connected, anytime and anywhere. Business growth and profitability can only be maximised through an understanding of digital culture and how the use of digital technologies can impact on your business and bring you closer to your customer.

Becoming a partner of Frequency will help you on that journey. Our sponsors will play an integral role in achieving our vision and as trusted partner we will work together to provide you with a platform and a set of commercial rights and benefits that will empower and enable you to embrace digital; engage with our visitors and online audiences, and grow your business.

## Key reasons to become a sponsor:

- Expand your knowledge of digital culture and learn how it can positively impact on your business
- Build your profile and brand credentials; aligned to Frequency's social impact
- Engage and promote your product or service to over 30,000 visitors
- Network and explore opportunities to connect with creative talent nationally
- Access engaging content to support your digital marketing strategy and strengthen your customer relationships

## Interested to learn more?

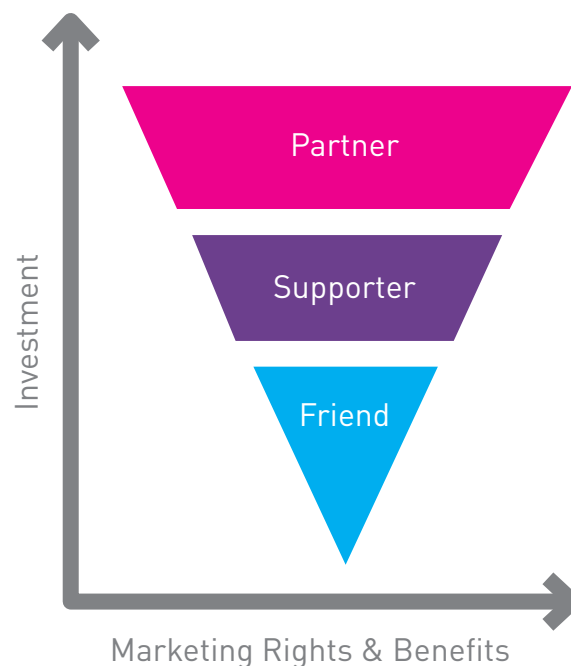
To speak to us about sponsorship opportunities please get in touch by emailing us at: [commercial@frequency.org.uk](mailto:commercial@frequency.org.uk).

To find out more about Frequency visit [www.frequency.org.uk](http://www.frequency.org.uk)

# SPONSORSHIP

The sponsorship programme structure is comprised of 3 tiers or levels of association.

The three tiers reflect distinct bands of investment and are designed to allow individual companies within the same business category to assess the value of the opportunity on an individual company basis. A higher level of investment is rewarded with a broader and deeper set of marketing rights and benefits.



## MARKETING RIGHTS & BENEFITS

Our objective is to ensure that partnerships are relevant to brands, visitors and the event, ultimately supporting our vision to promote and develop talent; shape the future of digital culture in the UK and inspire the digital creative in us all. A comprehensive range of rights will be made available; ensuring a strong brand presence and crucial engagement opportunities around three key elements:

Association	Branding	Engagement
<ul style="list-style-type: none"><li>• Category exclusivity</li><li>• Official Designation</li><li>• Composite logo</li><li>• Stand-alone F2019 logo</li><li>• Access to all marketing channels</li></ul>	<ul style="list-style-type: none"><li>• Installation Signage Boards</li><li>• Media/Interview Backdrops</li><li>• Press releases</li><li>• Official Programme</li><li>• Official Website</li><li>• Social Media Channels</li><li>• City Banners Programme</li><li>• Thought Leadership</li></ul>	<ul style="list-style-type: none"><li>• Official Speaker Slot</li><li>• Employee Reward Programme</li><li>• Access to Frequency Volunteer Programme</li><li>• Exclusive Venue Space</li><li>• Exclusive Tours</li><li>• Bespoke HQ Installation</li></ul>

# FREQUENCY AT A GLANCE

Since 2011,

**450 ARTISTS**

from the UK & across the globe

**171** exhibitions, installations,  
performances & events

Over **60,000** visitors

## Our Audiences

Visitor  
numbers  
growing  
with each  
festival edition

Over  
**25,000**  
visitors  
in 2017



**32.2%**

travelled into  
Lincoln from  
outside the city



## Our Impact

Since 2013

Net injection of **£852,000**  
into the Lincoln economy

Net economic impact  
of  
**£1.4million**

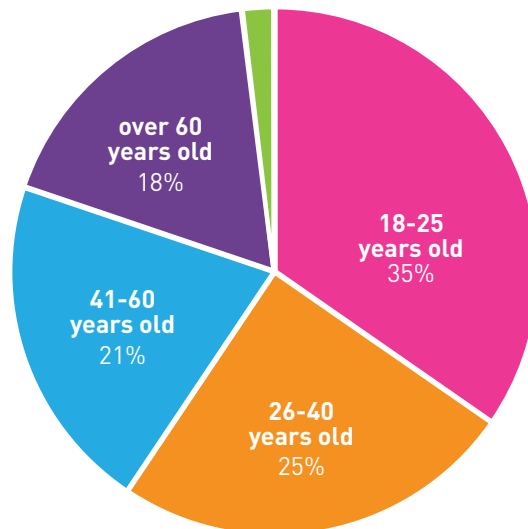
**49 CAREERS KICKSTARTED**  
through Radar Creative Graduate Accelerator Scheme

In 2017

**96%**  
of visitors felt it's content was  
**excellent to good**

## AGE DEMOGRAPHICS 2017

under 18 years old 2%



“Lincoln’s Frequency certainly deserves  
to be taken seriously as an event that  
may update the business of its city.”

Telegraph





[www.frequency.org.uk](http://www.frequency.org.uk)  
[commercial@frequency.org.uk](mailto:commercial@frequency.org.uk)

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**ARTS COUNCIL  
ENGLAND**



**UNIVERSITY OF  
LINCOLN**