



## **The Suffolk Coast DMO Festival and Events Marketing Support Fund**

Festivals and events have been proven to develop visitors to the Suffolk Coast area. Latitude, Aldeburgh Food and Drink Festival, The Alde Valley Spring Festival, Maverick, FolkEast, town carnivals and Snape Proms are all good examples of activity that encourages visitors.

Previous Festival and Events funding concentrated on supporting new and growing activity and funds were often used on equipment and infrastructure to enhance the experience of the attendee rather than to market and attract a wider audience.

The Suffolk Coast have access to funds for marketing support, available for events/festivals that demonstrate the potential to increase visitor numbers from a wider area.

Organisers may apply for marketing support based on the following criteria.

1. The event/festival will be held before 31<sup>st</sup> December 2021 (under review due to Covid-19)
2. The event/festival will be within The Suffolk Coast DMO area
3. The event/festival organisers are members of The Suffolk Coast DMO
4. The event/festival has the scale to attract visitors from 20 miles or more
5. The organisers have a plan for marketing their event without The Suffolk Coast DMO support
6. The organisers have applied 8 weeks prior to the event (at The Suffolk Coast Directors' discretion to approve applications made within 8 weeks prior to the event)

Successful bids will receive marketing support from the Suffolk Coast DMO promoting the event/festival, upweighting existing promotional plans.

This will include the use of tried and tested platforms such as Google Ads, Facebook, Instagram, digital display advertising and other proven platforms. The campaign will be created and run by the Suffolk Coast DMO team on behalf of the event/festival.

To apply please complete the application form.

If you have any questions please contact Annie Willey, Brand Manager – [annie@thesuffolkcoast.co.uk](mailto:annie@thesuffolkcoast.co.uk) or call 01394 410506.

### **The Suffolk Coast Limited – [www.thesuffolkcoast.co.uk](http://www.thesuffolkcoast.co.uk)**

Registered office: Sapphire House, Cristal Business Centre, Ipswich, Suffolk IP1 4JJ  
Correspondence Address: 25 Oak Hill, Hollesley, Woodbridge, Suffolk, IP12 3JY  
Company Reg. in England No. 07931321      VAT NUMBER 161 0892 20