The Suffolk Coast DMO Festival and Events Marketing Support Fund 2022/23

Festivals and events have been proven to bring visitors to the Suffolk Coast area. Latitude, Aldeburgh Food and Drink Festival, Maverick, FolkEast, Felixstowe Book Festival, First Light Festival, Aldeburgh Festival, Beccles River Festival and town carnivals 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 31st March 2023
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 ideally applied 8 weeks prior to the event (at The Suffolk Coast Directors' discretion to approve applications made within 8 weeks prior to the event)
7. a) For festivals/events that have been previously supported by this fund, applicants will need to provide some funding or resource to contribute to the DMO award. The level of this funding/resource will be agreed between the DMO and the festival/event organiser before the award is made.

   b) For festivals/events that have been previously supported by this fund, in the event of the DMO delivering all aspects of the marketing campaign, the festival/event will be asked to contribute financially to the Google and/or Facebook Ad activity. In the event of the festival/event having Google and/or Facebook Ad campaigns in place, the DMO may give direct financial support to these campaigns.

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 marketing support will either be created and run entirely by the Suffolk Coast DMO team, or in close connection with the applicant where Google and/or Facebook Ad campaigns are in place to be delivered and managed by the festival/event itself.

To apply please complete the application form. If successful, The Suffolk Coast DMO logo should be included in promotional material/website where appropriate.

If you have any questions please contact Annie Willey, Brand Manager – annie@thesuffolkcoast.co.uk