



The Suffolk Coast DMO Festival and Events Marketing Support Fund 2023/24

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.

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 is either new or has not previously received support from this fund.
2. If previous funding has been awarded to an existing event/festival, new elements which will result in growth of the event/festival must be demonstrated to qualify for consideration.
3. The event/festival will be held before 31st March 2024
4. The event/festival will be within East Suffolk
5. The event/festival organisers are members of The Suffolk Coast DMO or be in the process of joining.
6. The event/festival has the scale to attract visitors from 15 miles or more
7. The organisers have a plan for marketing their event without The Suffolk Coast DMO's support
8. 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)
9. The organisers agree to complete a post event feedback form, providing all information requested within the timeframe specified.

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 Ads, digital display advertising on www.thesuffolkcoast.co.uk and other proven platforms.

Please note that this fund does not allocate money directly to event organisers, it is used to provide marketing support.

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

The Suffolk Coast Limited – www.thesuffolkcoast.co.uk

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