

Celebrate Tradition.
Inspire the Future.
Partner with the...

Cambridge Folk Festival

— ESTD. 1965 —





Since 1965, the Cambridge Folk Festival has stood as one of the world's most iconic and best-loved celebrations of folk music and culture. Each year, thousands of music lovers come together to experience world-class performances, creativity, and community in the heart of Cambridge.

From 2026, the Cambridge Folk Festival will expand into a multi-venue, year-round celebration, bringing music, workshops, talks, and creative experiences to locations across the city. By partnering with us, you'll help us showcase the incredible diversity of Cambridge's venues and reach new, broader audiences—spreading the spirit of the festival further than ever before.

The season will culminate in our flagship two-day summer festival at Cherry Hinton Hall, where the park comes alive with the sounds of Folk, Blues, Roots, and Americana. Featuring legendary artists and emerging talent from across the globe, the event offers an unmatched atmosphere and an audience deeply loyal to the festival's heritage.

A partnership with the Cambridge Folk Festival connects your brand with a rich cultural legacy—a symbol of creativity, community, and authenticity that continues to inspire generations. Join us in shaping the next chapter of this extraordinary story.

Why Partner With Us

The Cambridge Folk Festival is more than a music event — it's a cultural institution with a deeply loyal following and a global reputation for quality, authenticity, and artistic excellence. By partnering with us, your brand gains access to an audience that values creativity, community, and shared experiences.

Our Audience

- **ENGAGED and LOYAL:** Many of our attendees return year after year, forming a strong and passionate community around the festival.
- **BROAD and DIVERSE:** Audiences span generations — from lifelong folk enthusiasts to young, culturally curious music lovers.
- **AFFLUENT and ACTIVE:** Festival-goers are socially conscious, well-educated, and engaged in arts, travel, and lifestyle experiences.
- **NATIONAL and INTERNATIONAL REACH:** Visitors come from across the UK and abroad, with our digital channels extending the festival's reach worldwide.



Our Brand Alignment

Partnering with the Cambridge Folk Festival associates your organisation with values that resonate deeply with today's audiences:

- **AUTHENTICITY:** Rooted in over 60 years of heritage and artistry.
- **CREATIVITY:** A platform that celebrates both legendary and emerging talent.
- **COMMUNITY:** A welcoming, inclusive atmosphere that fosters connection and belonging.
- **SUSTAINABILITY:** A strong commitment to environmental responsibility and ethical event practices.



Your Impact

By supporting the Cambridge Folk Festival, you'll help sustain a living cultural legacy while connecting your brand to an event that continues to inspire, unite, and uplift. Together, we can create experiences that resonate long after the final encore.

What Cambridge Folk Festival Can Offer You

- Align your brand with one of the most cherished and enduring folk festivals in the world.
- Engage directly with a passionate, loyal audience—many of whom return year after year (40% from Cambridge and East Anglia).
- Showcase your products and values in our stunning festival grounds.
- Gain exceptional visibility through logo placement on our website, social media, marketing materials, PR, and the official festival programme.
- Enjoy on-site brand exposure across key festival locations.
- Be celebrated from the main stage with sponsor mentions by our festival comperes.
- Network with civic leaders and cultural influencers, including the Mayor of Cambridge.
- Receive complimentary festival tickets for you and your guests to experience the magic firsthand.

Sponsorship Opportunities

Partnering with the Cambridge Folk Festival offers your brand a unique opportunity to align with one of the UK's most respected and best-loved cultural events. Our sponsors benefit from meaningful connections with highly engaged audiences, extensive visibility across digital and live platforms, and association with a trusted cultural institution that embodies creativity, authenticity, and community.

We offer a range of partnership opportunities to suit your objectives, including:

- **HEADLINE & PRESENTING SPONSORSHIPS** - Achieve maximum exposure through naming rights, prime logo placement, and bespoke brand integration across all festival touchpoints.
- **VENUE & EVENT PARTNERSHIPS** - Associate your brand with specific venues, performances, or themed events throughout the city-wide and main festival programmes.
- **BAR SPONSORSHIP & POURING RIGHTS** - Feature your beverages across our festival bars.
- **WORKSHOPS, TALKS & EXPERIENCES** - Support interactive and educational experiences that deepen audience engagement and highlight your brand's commitment to creativity and culture.
- **SUSTAINABILITY & COMMUNITY INITIATIVES** - Partner on projects that reflect shared values around environmental responsibility and local community development.
- **DIGITAL & MEDIA PARTNERSHIPS** - Reach audiences year-round through targeted digital campaigns, livestream content, and exclusive behind-the-scenes storytelling.
- **OR SOMETHING COMPLETELY BESPOKE! TELL US WHAT INSPIRES YOU** - we'll help craft a partnership that fits your goals.

Every partnership is designed to deliver authentic engagement, brand visibility, and a lasting legacy alongside one of the world's most iconic music festivals.

Audience Reach & Digital Impact

The Cambridge Folk Festival enjoys a highly engaged and loyal audience across all platforms, providing exceptional opportunities for brand visibility and meaningful connection. Through our strong digital presence and extensive mailing lists, we can place your brand directly in front of thousands of passionate and responsive music lovers.

Our advanced audience segmentation allows us to tailor communications by interest, location, and ticket history, ensuring your message reaches the most relevant audiences for maximum impact.



Our Reach In Numbers



FACEBOOK



30,000

FOLLOWERS



INSTAGRAM



13,000

FOLLOWERS



MAILING
LIST



181,000

TOTAL
SUBSCRIBERS



14%

ENGAGEMENT
RATE



209,000

VIDEO VIEWS



98,000

WITHIN THE
CAMBRIDGE AREA



51%

AVERAGE
OPEN RATE

By partnering with the Cambridge Folk Festival, your brand gains access to a vibrant, responsive community—one that values authenticity, creativity, and connection.

Let's Work Together

We invite you to be part of the next chapter in the Cambridge Folk Festival's remarkable story. Together, we can celebrate creativity, connect communities, and continue a cultural tradition that has inspired audiences for nearly six decades.

Our partnerships team will work closely with you to create a tailored sponsorship package that aligns with your brand's goals, values, and audience. Whether you're looking to build national visibility, engage local communities, or champion the arts, we'll ensure your involvement delivers meaningful impact and measurable results.

Join us in shaping the future of one of the world's most loved folk festivals — and let your brand become part of its enduring legacy.

To discuss opportunities and match where your brand will fit the Cambridge Folk Festival, please get in touch:

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