Report on Minehead Bay Festival 2025 Sponsorship Proposal

Introduction

This report presents the sponsorship proposal from Minehead and Coast Development Trust (MCDT) for the Minehead Bay Festival 2025, scheduled for 30th August 2025. The proposal requests consideration of financial support for this community event.

Background

The Minehead Bay Festival will be returning for its 4th year in 2025. MTC supported the event last year, which was well attended and received by the public. The 2024 festival attracted approximately 5,000 attendees, with anticipated attendance of 5,000-6,000 people for 2025.

Key Information

- Event Date: 30th August 2025
- Organiser: Minehead and Coast Development Trust (MCDT)
- Purpose: To deliver free, high-quality arts, culture and entertainment on Minehead seafront

The sponsorship proposal identifies the following benefits of the event:

- Boosts visitor numbers and provides economic benefits
- Creates employment for local artists and creatives
- Offers educational opportunities for young people
- Enhances community wellbeing and pride in place
- Reduces social isolation

Sponsorship Options

MCDT has presented several sponsorship tiers:

- Tier 1 (£500): Basic recognition on social media and websites
- Tier 2 (£1,000): Enhanced promotion across multiple platforms
- Tier 3 (£2,500): Sponsorship/naming rights of an activity area, logo on posters, free stand at event
- Tier 4 (£5,000): Recognition as key event partner, comprehensive promotion across all channels

Financial and Legal Implications

The 2025/26 budget was prepared with the Tier 3 agreement in mind, under town events.

The Council can contribute towards the event under Section 145 1(a) of the Local Government Act 1972, which provides powers to arrange or contribute towards entertainment and the arts.

Recommendation

It is recommended that Council approves the Tier 3 sponsorship agreement of £2,500 for the Minehead Bay Festival 2025 and accepts the offer to have a stand at the event.

Ben Parker

Town Clerk

March 2025