



THE RIVERFRONT PRESENTS | GLAN-YR-AFRON CYFLWYNO

BIG SPLASH SBLASH MAWR

July 19 & 20 Gorffennaf

Newport | Casnewydd



About Us

The Big Splash festival is an annual event organised by The Riverfront Theatre and Arts Centre, drawing 25,000 to the city. Recognised as **the largest free outdoor arts festival in Wales**, Big Splash features live music, street theatre, dance performances, workshops, craft and activities for all the family.

Wales' Largest Free Outdoor Arts Festival

All free of charge, the two-day event is the perfect family experience, recommended for all ages. Described as “a slice of Covent Garden in Newport”, the streets of Newport will turn into a giant outdoor stage.

The festival provides an introduction to the arts through live theatre, supporting our mission to engage people of all ages with the arts through an exciting, free programme.

Our Mission



The Big Splash festival continues to be a **key event in the outdoor arts sector** in South Wales, providing art lovers, families, residents and visitors with an opportunity to interact and engage with a wealth of **artistic talent in the heart of our city**.

Since 2010, The Riverfront Theatre and Arts Centre has successfully delivered the Big Splash festival in collaboration with partners across the city. The event grows annually and is a **lynchpin in the outdoor arts calendar for Wales** and further afield, an important date for the sector.

We aim to provide the communities of Newport and the areas that surround us with free arts activities, performances, dance, spoken word and more. Supporting positive mental and physical wellbeing as well as a positive impact on the local economy.

What We Do

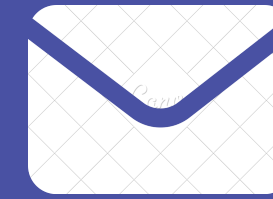
Uniting people to experience, engage and celebrate creative arts.

The festival is the largest of it's kind in Wales and has a huge impact on local economy, well-being and civic pride.



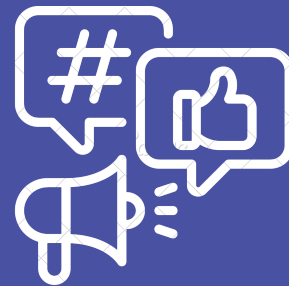
370,000

Newport Live website views a year



An engaged email database of

20,000



A social media reach of

60,000

on Facebook, Twitter and Instagram



Attracting over

25,000

people from South Wales and South West England



Partnership Benefits

We're seeking partners to help us unite communities, create memorable experiences and celebrate the creative arts.

A range of sponsorship opportunities with tailored packages to suit budgets and objectives are available. Sponsorship packages include a range of promotional and engagement opportunities such as branding, advertising, on-site visibility, and networking.

Here are the business benefits of partnership with Big Splash

01

Cultural Investment

Support local communities, arts and theatre, demonstrating corporate social responsibility while contributing to cultural enrichment.

02

Brand Visibility

Gain exposure to 25,000 attendees through brand placement, PR, advertising and festival zones, plus extended reach via 185,000 website views, 20,000 email subscribers and 60,000 social media followers.

03

Customer Interaction

Opportunity to engage directly with attendees, gather feedback and expand brand reach through face-to-face experiences.

04

Community Engagement and Networking

Build meaningful local connections by actively participating in an event that boosts the economy, well-being and civil pride. Gain exclusive access to the Big Splash Launch event and connect with community leaders, businesses and like-minded individuals.

Opportunities

We have a wide range of sponsorship opportunities for businesses wanting to get involved and support the festival.

Packages can be tailored to meet budgets and objectives.

Branding

- Name and logo on all public material including press releases, Newport Live website, social media, email campaigns, digital screens, and print.
- Three weeks advertising on Newport Live venue digital screens.
- Name and logo on outdoor flags and bunting
- Advert in weekly newsletter to 20,000

Big Splash Launch Event

- Sponsor the Big Splash Launch Event. Welcoming local creatives, festival artists, press and community members for the festival launch with welcome drinks and nibbles.

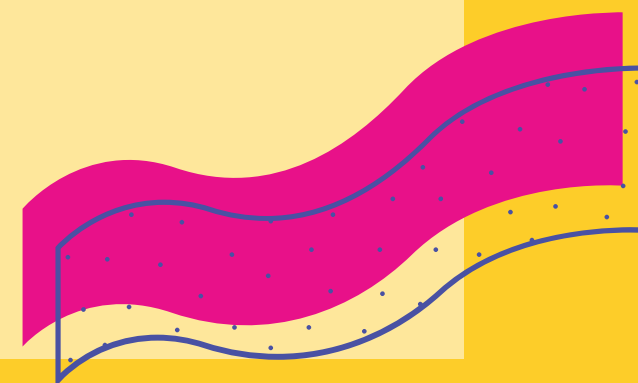
Sponsor a Zone

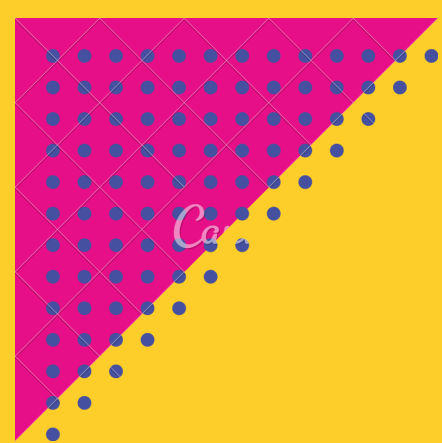
Sponsor a zone - includes branding and activations:

- Community Stage - Support local performers and community groups.
- Quiet Place - A relaxed environment for people who need some quiet time and/or are feeling overwhelmed.
- The Dock Stage - The place to discover local musicians.

Additional Opportunities

- Welcome goodie bags
- Photo frames
- Advertising in Event booklet
- Inclusion in Pantomime activity





Sponsorship Packages

Our sponsorship packages are flexible and can be tailored to align with your business goals and budget for maximum impact.

LIGHT DRIZZLE

£650

What's included?

- ✓ Name and logo inclusion
- ✓ Half-page advert in Big Splash event booklet
- ✓ Advertising on digital screens over Big Splash weekend

RIPPLE RAPIDS

£3,000

What's included?

- ✓ Name and logo inclusion
- ✓ PR for partnership announcement
- ✓ Advertising on digital screens for 1 week
- ✓ 2 Invites to Big Splash Launch event
- ✓ Half-page in Big Splash event booklet

SPLASH ZONE

£5,500

What's included?

- ✓ Name and logo inclusion
- ✓ Sponsor a zone
- ✓ Advertising on digital screens for 2 weeks
- ✓ Advert in newsletter to over 20,000
- ✓ 4 invites to Big Splash Launch event
- ✓ Full page in Big Splash event booklet

TIDAL WAVE

£10,000

What's included?

Splash zone package +

- ✓ Sponsor Big Splash Launch event
- ✓ Personalised vinyl advertising
- ✓ Name and logo on outdoor flags and bunting
- ✓ Inclusion in Pantomime programme
- ✓ Information stand space



“

A slice of Covent Garden in Newport. Big Splash is a great opportunity to come together as a family and community, and all have fun! The highlight of the Newport calendar, the city comes alive.

”

Previous Sponsors include:

riverfront
glan^{afon}

Cyngor Celfyddydau Cymru
Arts Council of Wales

NEWPORT BUS
greener | smarter | safer

Funded by
UK Government

Wedi ei ariannu gan
Llywodraeth y DU

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CITY COUNCIL
COUNCIL CERBYD
CASNEWYDD

NEWPORT LIVE
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THEATRE CO.



alacrity
foundation

ARTICULTURE

Waterstones

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The Place Promotion App

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Wales' Largest Free Outdoor Arts Festival | YR WYL GELFYDDYDAU AWYR AGORED AM DDIM FWYAF YNG NGHYMRU

Join an incredible line-up of sponsors and be positioned as a supporter of Wales' arts scene.

2024 HIGHLIGHTS

[Click on the image to play!](#)





The Riverfront Theatre and Arts Centre

The Riverfront Theatre & Arts Centre is at the heart of the arts and entertainment scene in Newport, serving as a vibrant cultural hub for the local community - offering a diverse programme of live performances, film screenings, art exhibitions, workshops, and community events throughout the year.

As a non-profit charitable trust, The Riverfront Theatre is deeply committed to making the arts accessible and inclusive. All income generated is reinvested directly into theatre programming, arts development, and the enhancement of services and facilities - ensuring a cycle of artistic growth and community engagement, supporting both emerging and established artists, as well as providing educational opportunities and creative experiences for people of all ages and backgrounds.

The Riverfront plays a vital role in fostering creativity, promoting wellbeing, and strengthening Newport's cultural identity.



Want to sponsor the Big Splash Festival 2025?

Reach out to our team to see how you can get involved in Wales' largest outdoor free arts festival. Packages can be tailored to meet budgets and objectives.

CONTACT

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