

A vibrant night scene at the MFOR Festival. The stage is illuminated with bright blue and purple lights, featuring large LED screens displaying abstract patterns. Several performers are visible on stage, including a DJ at a booth and two vocalists. In the foreground, the silhouettes of a large crowd are visible, with many people raising their hands in the air. The overall atmosphere is energetic and festive.

**MFOR
FESTIVAL**

MFOR SPONSORSHIP OPPORTUNITIES

LYDIARD PARK, SWINDON – JULY 25TH 2020

WELCOME TO MFOR!

Following the success of our fantastic summer 2019 festival, Mfor will be back in July 2020, bringing even more top entertainment to Lydiard Park, Swindon. We'd love you to be part of our success story - so here's a preview of what to expect in our exciting 2020 programme

The brainchild of Swindon locals - army veteran Graham Stobbs and Debra Collins - Mfor Festival 2020 will bring big-names, including **Rudimental DJ**, to this family-friendly day of fun and music, and raise vital funds for charities supporting veterans across the country

Key attractions being considered for 2020 include three stages, including a local band stage, an escape room, a funfair, giant inflatables, a climbing wall and displays of ex-military vehicles

25th July 2020

MFOR
FESTIVAL

Lydiard Park, Swindon



Rudimental DJ

WWW.MFORFESTIVAL.CO.UK

2019 RECAP

2019 saw an amazing line-up for the first year of the Mfor festival, including Years and Years, Ella Eyre, Toploader, Becky Hill, HRVY, Phats and Small and Jaheme Douglas.

Mfor's festival organisers were thrilled to see 5,000 festival fans coming through the gates on 27th July 2019 - no mean feat for the first year of a brand-new festival and a real indication of a thirst for a festival of this kind in Swindon.

Word is already out that the Mfor festival is back on 25th July 2020, with tickets selling fast - even before the line up is announced - all of which shows the potential for Mfor to quickly become a key date on the festival calendar.

MFOR
FESTIVAL



MFOR FESTIVAL

2019 MEDIA COVERAGE & SOCIAL HIGHLIGHTS

Closer
WINNER'S CIRCLE FAQ ABOUT
TV & FILM TECH HEALTH & BEAUTY KIDS & HOBBIES TRAVEL HOME FASHION FOOD & DRINK ENDING SOON

HOME / WIN TICKETS TO THE

WIN TICKETS TO THE FIRST EVER MFOR FESTIVAL TO SEE YEARS & YEARS, ELLA EYRE, TOPLOADER, HRVY AND MORE



27th-29th July 2019 MFOR FESTIVAL Swindon Park, Swindon

Years & Years

WWW.MFORFESTIVAL.CO.UK

Excitement is building for the first ever Mfor Festival taking place on **Saturday 27th July** at **Swindon Park, Swindon**.

With three split-city sensations Years & Years headlining as part of their world tour, the brand new festival has a line up to appeal to all ages. Music lovers will be treated to performances including singer Ella Eyre, teen sensation HRVY. The vocal duo Becky Hill, alternative rock band Toploader, dance music duo Phats & Small and X-Factor finalist Jaxxson Douglas.

Running from 11am to 10.30pm the one-day Mfor Festival - a family fun day meets music festival - will offer entertainment for all whilst supporting cancer, military and mental health charities. Visitors will have the chance to take on giant inflatable and climbing walls, test their skills on a state-of-the-art VR off the wall and even watch a Formula 1 race from the Bird's Nest, the official partnership driving home of the 2019.

Winners are notified via email - let's have yours sign up today!

Your email address

Winners, keep me in the loop!

With exclusive news and offers from Closer Online

Phone 01292 255555

Privacy and a commitment to your data

SwindonAdvertiser
LOCAL NEWS
Home News Sport What's On Features Swindon Business Awards 2019 Opinion Announcements Education

News

Young pop sensation HRVY joins Mfor Festival line-up



27th July 2019 MFOR FESTIVAL Swindon Park, Swindon

HRVY

WWW.MFORFESTIVAL.CO.UK

With just one day to go, the first ever Mfor Festival line-up is revealed.

POP star HRVY is the latest artist to join the Mfor Festival line-up.

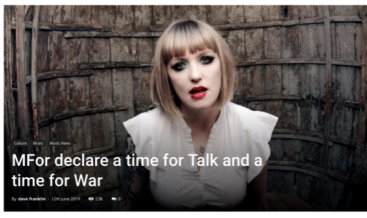
The 20-year-old has supported Little Mix and The Vamps on tour and performed at BBC Radio 1's Teen Awards, his trophies including Best New Act.

Most read

1. City's spelling-note school watched by millions in Pakistan
2. SPECIAL REPORT: Behind the scenes at one of Swindon's biggest pubs
3. WATCH: The moment Swindon's school was hit by a fire
4. PRESS CONFERENCE: LHC: Swindon's school trip to Southwark
5. Here's what the Swindon's school will look like after £20m revamp
6. Drug-dealing Swindon brothers are brought down after 10 years on the run
7. IN THE DOCK: Swindon, drink drivers, and the police

THE SWINDONIAN
Home News Culture Sport Competitions Photo Gallery Magazine

THE SWINDONIAN



MFOR declare a time for Talk and a time for War

Recent Posts

MFOR



Positive move

Graham Stubbins and Debra Collins, organisers of Mfor Festival, discuss the music event coming to Swindon in early light.

Absolute Radio
WINNER'S CIRCLE FAQ ABOUT
ENDING SOON

HOME / WIN TICKETS TO THE

WIN TICKETS TO THE FIRST EVER MFOR FESTIVAL TO SEE YEARS & YEARS, ELLA EYRE, TOPLOADER, HRVY AND MORE



27th-29th July 2019 MFOR FESTIVAL Swindon Park, Swindon

Years & Years

WWW.MFORFESTIVAL.CO.UK

Excitement is building for the first ever Mfor Festival taking place on **Saturday 27th July** at **Swindon Park, Swindon**.

With three split-city sensations Years & Years headlining as part of their world tour, the brand new festival has a line up to appeal to all ages. Music lovers will be treated to performances including singer Ella Eyre, teen sensation HRVY. The vocal duo Becky Hill, alternative rock band Toploader, dance music duo Phats & Small and X-Factor finalist Jaxxson Douglas.

Running from 11am to 10.30pm the one-day Mfor Festival - a family fun day meets music festival - will offer entertainment for all whilst supporting cancer, military and mental health charities. Visitors will have the chance to take on giant inflatable and climbing walls, test their skills on a state-of-the-art VR off the wall and even watch a Formula 1 race from the Bird's Nest, the official partnership driving home of the 2019.

We have a pair of tickets, from 11am to 10.30pm on the Saturday. The Mfor Festival has been going to be a family event and we're not going to let it be anything else. We will be giving away a lot of prizes to our lucky winners.

What's your sign?

Get your 2019 Horoscope

Advertisement

SwindonAdvertiser
LOCAL NEWS
Home News Sport What's On Features Swindon Business Awards 2019 Opinion Announcements Education

News

Mfor Festival returns with headliners Years and Years



27th July 2019 MFOR FESTIVAL Swindon Park, Swindon

Years & Years

WWW.MFORFESTIVAL.CO.UK

With just one day to go, the first ever Mfor Festival line-up is revealed.

POP megastars Years & Years will headline a new music festival coming to Swindon this summer.

Most read

1. City's spelling-note school watched by millions in Pakistan
2. SPECIAL REPORT: Behind the scenes at one of Swindon's biggest pubs
3. WATCH: The moment Swindon's school was hit by a fire
4. PRESS CONFERENCE: LHC: Swindon's school trip to Southwark
5. Here's what the Swindon's school will look like after £20m revamp
6. Drug-dealing Swindon brothers are brought down after 10 years on the run
7. IN THE DOCK: Swindon, drink drivers, and the police

FACEBOOK



Phats & Small
about 2 months ago

Thank you Mfor Festival!! You were amazing. Props, love & thanks to the superb Jahméne Douglas, Becky Hill, Toploader, Ella Eyre & YearsandYears #mfor #phatsandsmall



PHATS & SMALL



yearsandyears 1h

Wanna win VIP TICKETS TO COME SEE US AT @mforfestival ON THE 27TH JULY??

If you can answer yes to the next 3 questions you'll be in with a chance of winning!!

P.s. please only answer yes if you can come!

**MFOR
FESTIVAL**

SPONSORSHIP PACKAGES



HEADLINE SPONSOR

BENEFITS PACKAGE FOR HEADLINE SPONSOR - 25-30k

- Naming rights e.g. MFOR FESTIVAL with (NAME OF BRAND) or the (NAME OF BRAND) MFOR FESTIVAL
- Branding across all site areas, branding on Eventbrite ticket portal and on their ticket advertising, prominent branding on website, branding on media board etc..
- Option for branding on some festival merchandise (where sponsor is an alcohol brand it will not be included on children's merchandise)
- Permission to use Mfor branding across all brand channels - i.e.. marketing materials and social media (with approvals from the festival team)
- A brand activation area inside the main festival arena (all build and activation costs to be provided by the sponsor)
- Inclusion in all Mfor festival PR and marketing activities
- 20 VIP tickets and x50 General Admission tickets, including permission to give tickets away via brand channels
- 5 x dedicated social posts across all Mfor social channels



AREA SPONSOR

MFOR FESTIVAL

BENEFITS PACKAGE FOR AREA SPONSOR - £10-20K

e.g. VIP area/Stage 2 with option for bar/Backstage Area/FOH, accessible area, viewing area/Family Area/Main Bar)

- Area naming rights e.g. MFOR FESTIVAL VIP AREA with (NAME OF BRAND)
- Branding across relevant site area, prominent branding on website, branding on media board etc.
- Permission to use Mfor branding across all brand channels i.e.. marketing materials and social media (with approvals from the festival team)
- A brand activation area inside the main festival arena (all build and activation costs to be provided by the sponsor)
- Inclusion in some Mfor Festival PR and marketing activities e.g. ticket competitions
- 10 VIP tickets and x25 General Admission tickets, including permission to give tickets away via brand channels
- 2 x dedicated social posts across all Mfor social channels



PRODUCT SPONSOR

Product Sponsor (e.g. Beer/Communications
Partner/Cider/Spirit/Wine/Soft Drink etc....) 5-15k

- Product naming rights e.g. (NAME OF BRAND) OFFICIAL BEER OF MFOR FESTIVAL
- Branding across relevant areas e.g. bars, branding on website branding on media board etc..
- Permission to use Mfor branding across all brand channels i.e marketing materials and social media (with approvals from the festival team)
- A brand activation area inside the main festival arena (all build and activation costs to be provided by the sponsor)
- Inclusion in some Mfor Festival PR and marketing activities e.g. ticket competitions
- 10 VIP tickets and x25 General Admission tickets, including permission to give tickets away via brand channels
- 2 x dedicated social posts across all Mfor social channels
- Sampling opportunities to VIP areas and backstage



OTHER WAYS TO GET INVOLVED

If you don't want to sponsor the event there are other ways your business can work with Mfor:

- Advertising: we can offer barrier advertising on site for brands, let us know what you're looking for and we will provide costs and options
- Corporate team building packages: we'd love to host you and your team at our event. Contact us to have a bespoke package put together





MFOR FESTIVAL

LOOK FORWARD TO SEEING YOU IN 2020!

FOR FURTHER INFORMATION
PLEASE CONTACT:-
DEBRA COLLINS 07377 725922