

LOCKDOWN EVENTS LTD

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DAV FEST 26

FRIDAY 24TH JULY 2026
SATURDAY 25TH JULY 2026

SPONSOR PROSPECTUS

PRESENTED BY
LOCKDOWN EVENTS LTD



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1 - Lockdown Events Ltd

Website: www.lockdowneventsltd.com

Facebook: 2.7K Followers : www.facebook.com/davfestpage

Instagram: 700 Followers: @Davfestofficial : X Twitter: @LDEventsLtd

Contact: 07855 832878 : Email: events@davfest.co.uk

About Lockdown Events Ltd

Formed in 2022 following the global pandemic, Lockdown Events Ltd is a Daventry-based Music Festival and Events Management Company. Our mission is to give back to the local community by hosting events unlike anything Daventry has seen before.

Our flagship event, **DavFest**, launched on June 4, 2022, bringing over 1,400 attendees together for a memorable festival experience.

The event returned in July 2023, drawing nearly 2,000 people for another exciting day of music and family fun. In 2024, DavFest expanded to two days, with attendance more than doubling to over 4,000 enthusiastic festivalgoers across the 2 days, and in 2025, following this same format, we again grew to just under 4400 visitors over the 2 days.

Industry veterans have praised DavFest as one of the most professionally managed events they have seen in over 30 years. Feedback from Daventry residents has been overwhelmingly positive, creating strong demand for another unforgettable year.

In addition to delivering an exceptional festival experience, DavFest is proud to partner with the Northampton division of Macmillan Cancer Research, having already raised over £3,000 in support of this incredible charity.

At Lockdown Events Ltd, we're dedicated to delivering high-quality experiences to our community while keeping prices accessible. This is made possible by partnering with sponsors who share our vision and commitment. In return for their support, sponsors benefit from impactful exposure, promotion, and advertising to a large, engaged local audience. We also welcome our sponsors to participate and enjoy the festival activities, making them an integral part of the celebration.

This prospectus outlines various sponsorship opportunities for Daventry's biggest and best music festival. We are excited to work with partners who share our passion for bringing joy to our community.

Thank you, and we look forward to collaborating with you!

Scott Wilkinson

Scott Wilkinson

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2 - DavFest26

Daventry's premier music festival is back for its fifth year, now a must-attend event on the calendar!

The 2025 festival was our biggest yet, attracting under 4,400 attendees across two days.

Festivalgoers were treated to an incredible lineup featuring music from iconic acts ranging from Robbie Williams, Queen, Dolly Parton, Arctic Monkeys and the huge Saturday headliners Guns N Roses. These top end tribute acts were complimented with several local bands and many other top performers. Get ready for another unforgettable weekend filled with fantastic music, great company, and festival vibes!

DavFest is a 5000-per day capacity ticketed music festival by both headline cover acts and local bands.

This two-day festival showcases a blend of local talent alongside some of the biggest tribute acts in the country, creating an exciting lineup for all music lovers. Beyond the music, attendees can enjoy a fantastic range of food and drink outlets, a family-friendly funfair, and various local traders and stalls.

For those who want the full festival experience, our new on-site campsite offers the perfect spot to stay and soak in every moment of the festivities.

For 2026, we are expanding our engagement with the local community by partnering with the two senior schools in the area to deliver a "Battle of the Bands" event. This initiative will provide up-and-coming young local talent with the opportunity to perform on a professional main stage, with the winning act opening the Saturday lineup.

The project will not only give young musicians the chance to showcase their abilities on stage, but will also offer opportunities for aspiring technical crew members. Students with an interest in sound, lighting, and event production will be invited to work alongside experienced engineers, gaining real-time, hands-on work experience within a live event environment. This approach supports both creative and technical pathways, helping to inspire the next generation of industry professionals while strengthening our connection with the local community.

Location: Daventry District Sports Club, Western Avenue, Stefen Hill, Daventry, NN11 4ST

Date: July 24th & 25th July 2026

Time: Friday 24th – 17:00 till 22:00

Saturday 25th – 12:00 till 22:00

Target: Family friendly music lovers.

Promotion: Events will be promoted by Lockdown Events Ltd via all media channels.

Artwork and Manufacturing: Lockdown Events Ltd manage all design and manufacturing of the promotional material.



ACCEPTING SPONSOR APPLICATIONS
EMAIL - EVENTS@DAVFEST.CO.UK

Juice
Sound

DAVFEST 26

24TH/25TH JULY 2026 DAVENTRY RUGBY CLUB, NN145T
WWW.TICKET247.CO.UK/PAGE/DAVFEST

FRIDAY 24/7


MADNESS

BY
COMPLETE MADNESS

Tina Turner

BY
JULIE NEVADA

RISING / SONS

Layla Dawson

SATURDAY 25/7

AC/DC

BY
AB/CD



BON JOVI

BY
BON JOVI UK

**ALL ABOUT
EVERYTHING**



**THE
STONE
ROSES**

BY
ABSOLUTE STONE ROSES

**SPICE
GIRLS**

BY
90S SPICE

**LVDY
GAGA**

BY
SO GAGA

TBC

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3 – DavFest Engagement Statistics (Online)

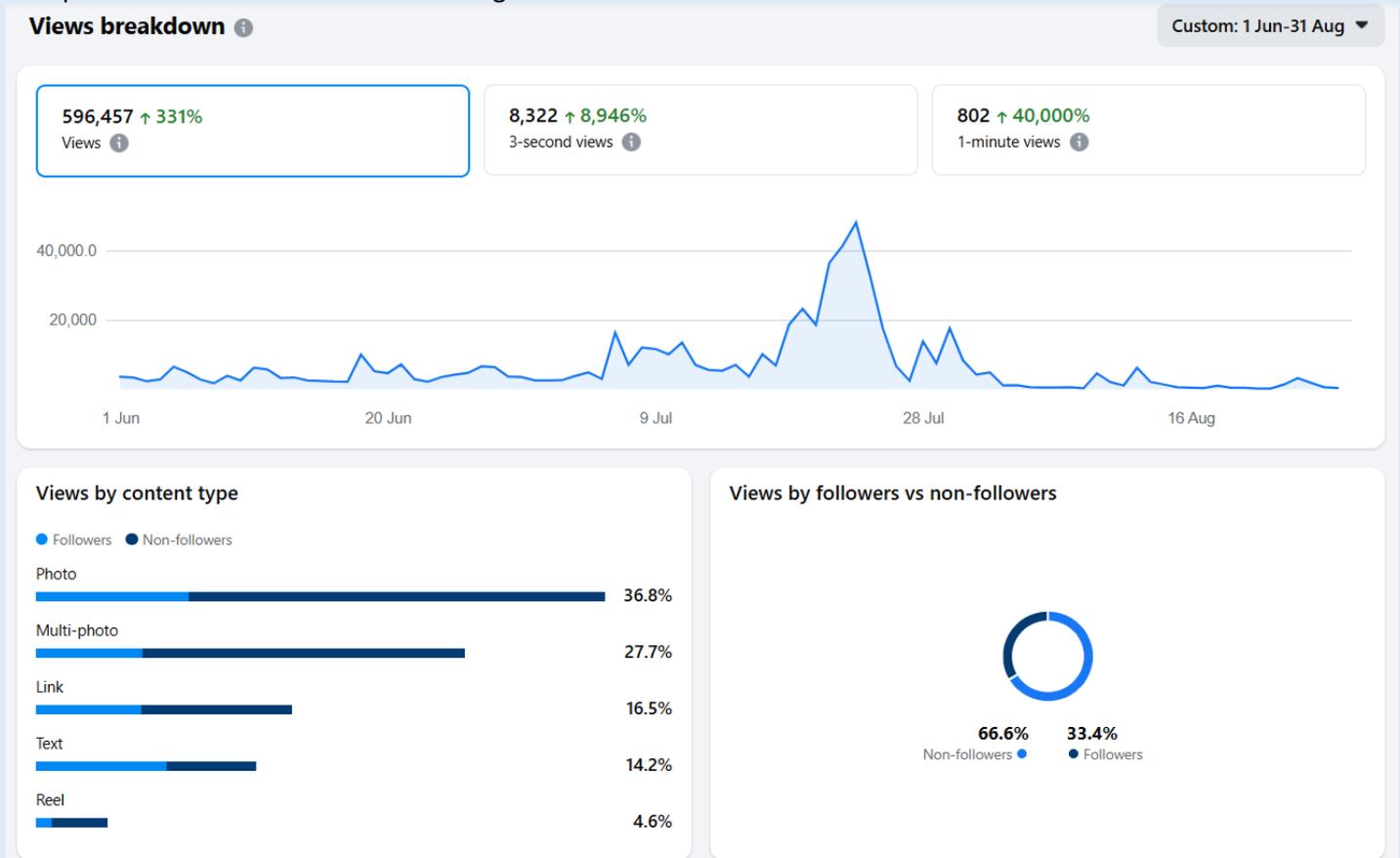
Lockdown Events' flagship event of the year takes place in July, and we are committed to keeping our sponsors in the spotlight throughout the entire year. This is complemented by our smaller seasonal events later in the year, including Oktoberfest and *The Daventry Santa*, ensuring consistent brand exposure beyond the main festival weekend.

Through ongoing event updates and dedicated sponsorship highlights, your investment extends far beyond the festival itself. Historically, Facebook has been our primary marketing platform, and for the 2025 event we experienced a significant increase in followers and post engagement, achieving nearly 600,000 content views in the key months surrounding the event.

For 2026, we are exploring the introduction of a dedicated Social Media Officer to further drive exposure across multiple platforms, including Instagram, Snapchat, and TikTok. This expanded digital strategy will provide an even larger online presence and act as a powerful gateway to a broad and highly engaged local audience.

Sponsorship ensures your brand stands out to thousands of followers and attendees, with your logo featured across all festival marketing materials. In addition, sponsors receive personalised promotional content spotlighting their brand, including regular sharing of links across our social media channels and website. This comprehensive online and event-based marketing approach delivers prime visibility, meaningful engagement, and strong connections with our local festival audience.

*Graphic shown from June 1st 2025 till August 31st 2025



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Engagement overview ?

Custom: 1 Jun-31 Aug

42,637 Engagement ?

+452.3% from previous 92 days



3,990

Reactions ?



897

Comments ?

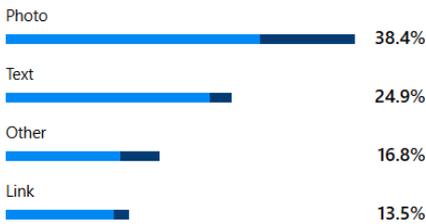


452

Shares ?

By content type ?

Followers Non-followers



By interaction type ?



74.7% Reactions
16.8% Comments
8.5% Shares

By followers vs non-followers ?



78% Followers
22% Non-followers

Audience overview ?

Custom: 1 Jun-31 Aug

2,749 Total followers ?

+10.1% from previous 92 days



233

Net follows ?



66

Unfollows ?

Net follows by content type ?

Lifetime



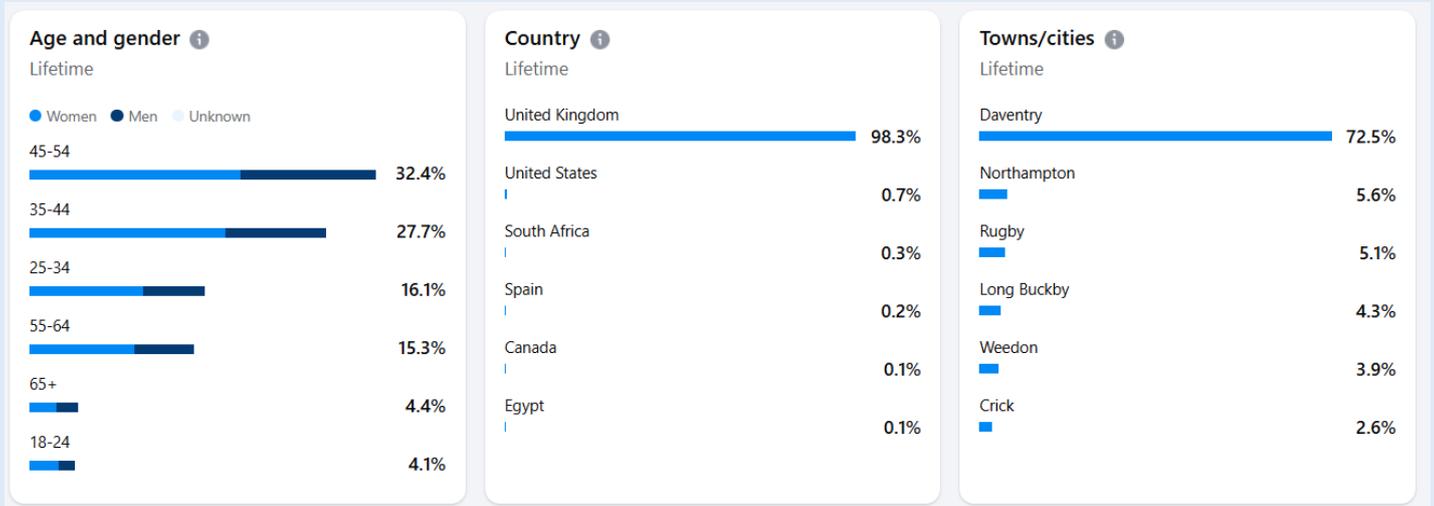
How people find your content ?

Traffic Source

Not enough data to show yet.

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Analysis of the data highlights a strong level of interest from the local community, demonstrating that targeted marketing and strategic brand exposure are highly effective in engaging our audience.

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4 - DavFest Sponsorship

A key element of our festival's success is in how we present ourselves to maximise the impact of your investments. Our in-house design team crafts all event artwork to make the strongest possible impression across all platforms. While social media plays a major role in our promotion strategy, we also leverage various other channels to boost visibility.

On the day of the festival, the "showpiece" of our marketing efforts is the stage scrim. These prominent displays showcase our sponsors' names on either side of the stage, making sure your brand stands out throughout the event.

Other ways that we promote the festival are:

- Social Media Promotion – Dedicated sponsor posts, tagged content, story features, and regular mentions across Facebook, Instagram, TikTok, and Snapchat.
- Website Exposure – Sponsor logos, backlinks, and featured content on the official event website
- Email Marketing – Inclusion in event newsletters and sponsor spotlight emails sent to our subscriber database.
- Stage Mentions & PA Announcements – Verbal acknowledgements and sponsor mentions throughout the event.
- On-Screen Branding – Sponsor logos displayed on stage screens, LED walls, or digital signage where applicable.
- Branded Stage Elements – Sponsor logos on stage backdrops, DJ booths, or speaker scrim.
- Ticketing & Wristband Branding – Sponsor logos featured on tickets, wristbands, or lanyards.
- Photo & Video Content – Branded photography and after-movie content shared online post-event.
- Competitions & Giveaways – Sponsor-branded prizes promoted before and during the event.
- Sampling & Activation Areas – Opportunity for sponsors to engage directly with attendees via stalls, demos, or interactive activities.
- Programme Listings – Logo placement and advertisements within event programmes or digital guides.
- Community & School Engagement – Branding associated with initiatives such as "Battle of the Bands" and youth technical experience programmes.

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The 2025 event poster and primary marketing materials were fully rebranded to align with the corporate colours of Chelton Brown following their commitment as the main headline sponsor.

This ensured strong brand visibility and consistent recognition across all promotional channels.

SinglePoint Calls
24hr Telephone Answering Service

CHELTON BROWN

KCI
CORPUS CHRISTI COLLEGE
044 501327 972 311
www.kci@kci-events.co.uk

PLUMBASE
DAVENTRY

DAVFEST 25

TICKETS ON SALE NOW!

25TH/26TH JULY 2025 DAVENTRY RUGBY CLUB, NN114ST
WWW.TICKET247.CO.UK/PAGE/DAVFEST

FRIDAY 25/7

QUEEN
BY QUEEN RELOADED

RW
BY ROB B WILLIAMS

BLONDIE
BY CALL ME BLONDIE

2HD

SATURDAY 26/7

GUNS N' ROSES
BY GUNS N YORKSHIRE ROSES

ARCTIC MONKEYS
BY THE MARDY BUNS

FLEETWOOD MAC
BY FLEETWOOD SHACK

Taylor Swift
BY FEARLESSLY TAYLOR

ESCHER ROCKS

DOWN 'N' OUT

Vicky Elise
BY VICKY ELISE

Box McGinn

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TICKET 24/7

UMENA
OUTDOOR & GARDEN LIGHTING

Mugleston's
PLUMBING & HEATING

Juice Sound

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5 - Stage Scrim

Stage scrim represent the single largest element of physical brand exposure at the event.

Standing over 8 metres tall and 3 metres wide, these striking advertising panels provide a substantial and highly visible branding opportunity.

Positioned prominently on either side of the main stage, the scrim occupy a primary location that ensures continuous visibility throughout the entire weekend. Their scale and placement guarantee maximum impact, with sponsor branding remaining in clear view during all performances and peak audience moments.



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To further optimise this impact, the scrimms are illuminated during evening performances, creating a visually striking display that frames the main headline artists on stage and enhances overall brand presence.



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6 - DavFest Sponsorship Packages

Main Headline Sponsor Package - £4,500.00 – x 1 Available

The Main Headline Sponsor package is ideal for companies seeking high-impact exposure at one of the area's most significant local events.

This premium partnership places your brand at the forefront of the festival, delivering exceptional visibility across all marketing channels while offering an outstanding hospitality opportunity.

With an extensive allocation of VIP weekend passes included, this package also provides the perfect platform to host colleagues, reward staff, or entertain clients, allowing them to experience the full festival weekend in comfort and style.

- Named Headline Sponsor of the event on all media and publications.
- First Position Logo Placement – Sponsor logo always listed first on all materials
- Exclusive Category Protection – No competing brands in the same industry sector
- Pinned Social Media Posts – Sponsor content pinned to the top of event pages during peak periods
- Behind-the-Scenes Content – Branded access to rehearsals, build days, or soundcheck
- Co-Branded Announcement Posts – Headline sponsor included in all major lineup or event announcements
- Post-Event Thank You Campaign – Dedicated “Thank You to Our Headline Sponsor” posts after the event
- Use of Event Branding – Sponsor permitted to use event name/logo in their own marketing (email signatures, website, social posts)
- Client Hosting Recognition – Public acknowledgment of sponsor hosting clients or teams
- Brand Alignment with Community Initiatives – Association with projects like *Battle of the Bands* or youth technical experience
- Press Release Mentions – Sponsor named in all media releases as headline partner
- School & Community Partnership Recognition – Sponsor referenced in community-facing initiatives
- Large Company logo in prime position on Stage Scrims, Social Media posts, all printed material and selected Merchandise
- Company logo and website printed on all non-VIP wristbands for Weekend Passes
- 3 x Large Company branded banners. Full Fence Panels around arena and at front gate and adjacent to the stage (cost of banners included – additional can be purchased separately or supplied by sponsor)
- Pitch side advertising board at Daventry RFC - 1 Year (worth £400)

The Event

- 30 x VIP Weekend tickets with Priority entry
- 30 x Reusable drinks containers
- 8 x Exclusive reserved table and seating in VIP area for 30 people
- 8 x Weekend Reserved parking spaces
- Discount code for additional tickets.

This package offers unparalleled visibility, premium guest experiences, and meaningful engagement with a large, loyal local audience, ensuring maximum return on investment for our headline partners.

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VIP Area Sponsorship - £3,000.00 – x 1 Available

Sponsorship of the VIP area offers a prestigious branding opportunity aligned with the most exclusive experience of the festival weekend.

VIP tickets represent the highest-tier access available, providing guests with priority entry, premium viewing locations, reserved seating, and dedicated facilities throughout the event.

The VIP area attracts key stakeholders, business leaders, and valued guests, making it an ideal environment for brand association at the highest level.

With consistent footfall from VIP ticket holders across the entire weekend, sponsorship of this space ensures repeated exposure in a relaxed, premium setting where guests spend extended periods of time.

This association positions your brand alongside quality, exclusivity, and a first-class event experience, reinforcing strong positive brand recognition among an influential audience.

- Named VIP Sponsor of the event on all media and publications.
- Exclusive naming rights for the VIP area, positioning your brand alongside the most prestigious space at the event
- Prominent logo placement throughout the VIP area, including entrance points and key guest zones
- Brand association with premium experiences such as priority access, reserved seating, and enhanced facilities
- High dwell time exposure, with VIP guests spending extended periods within the branded space
- Direct visibility to influential attendees, including business owners, sponsors, and invited guests
- Opportunity to align your brand with quality, exclusivity, and a first-class festival experience
- Regular on-stage and MC acknowledgements referencing the VIP area sponsor
- Inclusion in all marketing, VIP-related communications, and pre-event promotions
- Strong photographic and social media opportunities from within the VIP area, reinforcing premium brand perception
- Exclusive Category Protection – No competing brands in the same industry sector
- Behind-the-Scenes Content – Branded access to rehearsals, build days, or soundcheck
- Co-Branded Announcement Posts – VIP sponsor included in all major lineup or event announcements
- Use of Event Branding – Sponsor permitted to use event name/logo in their own marketing (email signatures, website, social posts)
- Client Hosting Recognition – Public acknowledgment of sponsor hosting clients or teams
- Press Release Mentions – Sponsor named in all media releases as VIP partner
- initiatives
- Large Company logo on Stage Scrims, Social Media posts, all printed material and selected Merchandise
- Company logo on all VIP wristbands.
- 2 x Full Fence Panel Company branded banners in the VIP Area (cost of banners included – additional can be purchased separately or supplied by sponsor)
- 5 x Barrier Height branded banners located on the front crowd barriers around the VIP area (cost of banners included – additional can be purchased separately or supplied by sponsor)

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VIP Area Sponsorship Continued ..

The Event

- 20 x VIP Weekend tickets with Priority entry
- 20 x Reusable drinks containers
- 5 x Exclusive reserved table and seating in VIP area for 30 people
- 5 x Weekend Reserved parking spaces
- Discount code for additional tickets

VIP Area sponsorship offers premium brand exposure within the festival's most exclusive space, aligning your business with quality, prestige, and the highest-value guest experience across the entire weekend.

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Bar & Beverage Holder Sponsor- £3,500.00 – x 1 Available

One of the most prestigious packages, sponsoring the bars and beverage service offers a highly visible and long-lasting branding opportunity, placing your company name directly into the hands of attendees throughout the event.

The introduction of reusable cups has resulted in a significant reduction in single-use plastics being sent to landfill, with an estimated saving of up to 50,000 plastic pint glasses over the past two years.

This represents a substantial environmental benefit and clearly demonstrates our commitment to delivering a clean, responsible, and environmentally sustainable event. For the sponsor of this package, this initiative creates a strong positive brand impact by aligning your company with sustainability, environmental responsibility, and forward-thinking event practices that resonate strongly with the local community and attendees.

This package includes full branding of all reusable pint and half-pint cups, ensuring your logo is seen repeatedly across the entire festival weekend during peak engagement moments.

In addition to cup branding, this sponsorship includes all marketing and promotional benefits associated with the other premium packages, delivering consistent exposure across event signage, printed materials, and digital platforms.

The value of this sponsorship extends well beyond the festival itself. The branded cups are reused at every Daventry RFC home fixture throughout the season, reaching average attendances of between 100 and 300 people per game.

They are also used at Oktoberfest, which welcomed over 2,000 visitors across the three-day festival, providing further high-volume exposure.

To maximise ongoing visibility, the same branded cups are distributed to selected local cafés and pubs for outdoor service, creating a continuous flow of brand exposure within the local community. This ensures your brand remains present long after the event has finished, delivering exceptional longevity, repeated impressions, and strong local recognition.



Bar & Beverage Holder Sponsor Continued ..



- Branded Pint and Half Pint reusable plastic cups – used at all bars for every drink. (Cost of design and manufacture of cups included)
- Mass brand exposure, with your logo in every attendee’s hand through branded reusable pint and half-pint cups
- Constant, repeated visibility throughout the event during peak engagement moments at the bars
- Year-round exposure as the same branded cups are reused across multiple events, including Daventry RFC fixtures and Oktoberfest
- Extended reach into the local community through continued use by cafés and pubs for outdoor service
- Strong association with sustainability and environmental responsibility through the reduction of single-use plastics
- Demonstrable environmental impact, with tens of thousands of plastic cups diverted from landfill
- High-quality, long-life branded assets that deliver repeated impressions far beyond a single event
- Positive brand alignment with responsible, forward-thinking event management
- Includes all wider branding, marketing, and promotional benefits offered within other premium sponsorship packages
- Medium logo on Stage Scrims, Social Media posts, printed material and merchandise.
- 2 x Company branded banners located next to the Bar (cost of banners included)
- Regular Social media exposure and branded posts
- **The Event**
- 20 x VIP Weekend tickets with Priority entry
- 5 x Exclusive reserved table and seating in VIP area for 20 people
- 5 x Weekend Reserved parking spaces
- 20 x Reusable drinks containers
- Discount code for additional tickets.

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Co- Secondary Sponsor - £2,000.00 - x 2 Available

Being a Co-Secondary Sponsor of DavFest offers strong brand value through high-impact media exposure and prominent on-the-day visibility.

Sponsors benefit from inclusion across DavFest's marketing and promotional activity, increasing brand awareness before, during, and after the event.

On the day, your brand gains visible presence to a large, engaged audience, aligning your organisation with a well-loved community event and enhancing brand recognition in a positive, memorable setting.

- Prominent brand exposure across DavFest marketing and promotional materials
- High visibility on the day to a large, engaged audience
- Brand alignment with a popular community-focused event
- Increased brand recognition before, during, and after the festival
- Opportunity to engage directly with attendees on the day
- Inclusion in pre-event media, social media posts, and email promotions
- On-stage acknowledgements throughout the day
- Branded stall, activation space, or sampling opportunity at the event
- Opportunity to provide branded giveaways
- Post-event thank-you mention across social and digital channels
- Medium logo on Stage Scrims, Social Media, Printed Materials and Merchandise
- Company logo and website printed on all Day wristbands – 1 Per Day
- 2 x Large Company branded banners. Full Fence Panels (cost of banners included – additional can be purchased separately or supplied by sponsor)

The Event

- 12 x VIP Weekend tickets with Priority entry
- 3 x Exclusive reserved table and seating in VIP area for 12 people
- 3 x Weekend Reserved parking spaces
- Discount code for additional tickets.

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Entry Level Sponsor - £350.00 – x 10 Available

An entry-level sponsorship offers an affordable and accessible way to associate your brand with DavFest, while gaining valuable exposure at a much-loved community event.

Designed to be simple and cost-effective, this package allows businesses to advertise their brand without the commitment of a major sponsorship.

Sponsors benefit from four VIP tickets and a reserved table, providing an excellent opportunity to entertain clients, reward staff, or enjoy the festival in comfort.

This inexpensive sponsorship option is an easy way to become part of the day, increase brand visibility, and align your business with a vibrant, high-profile local event.

- Small logo on Stage Scrims
- Small logo on all social media posters
- Small logo on all printed material
- Small Company logo printed on DavFest merchandise.
- Prominent arena location to position company banner (banner provided by client)
- Social media exposure and branded posts

The Event

- 4 x VIP Weekend tickets with Priority entry
- Regular acknowledgment onstage of sponsorship.
- Discount code for additional tickets

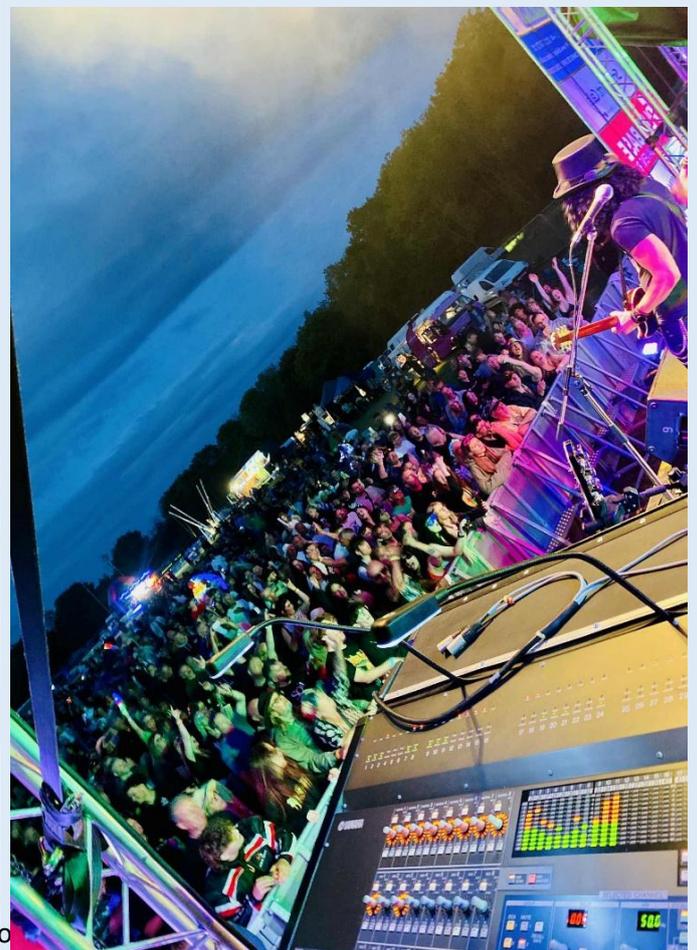
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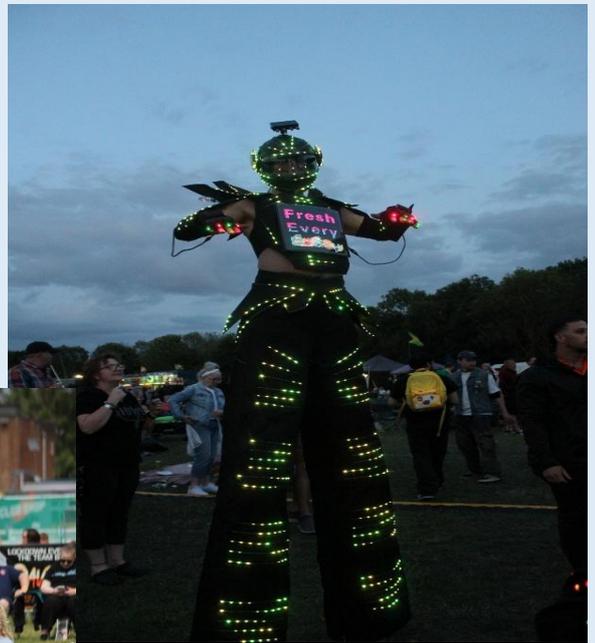
7 - This is DavFest!

More can be found at www.facebook.com/davfestpage



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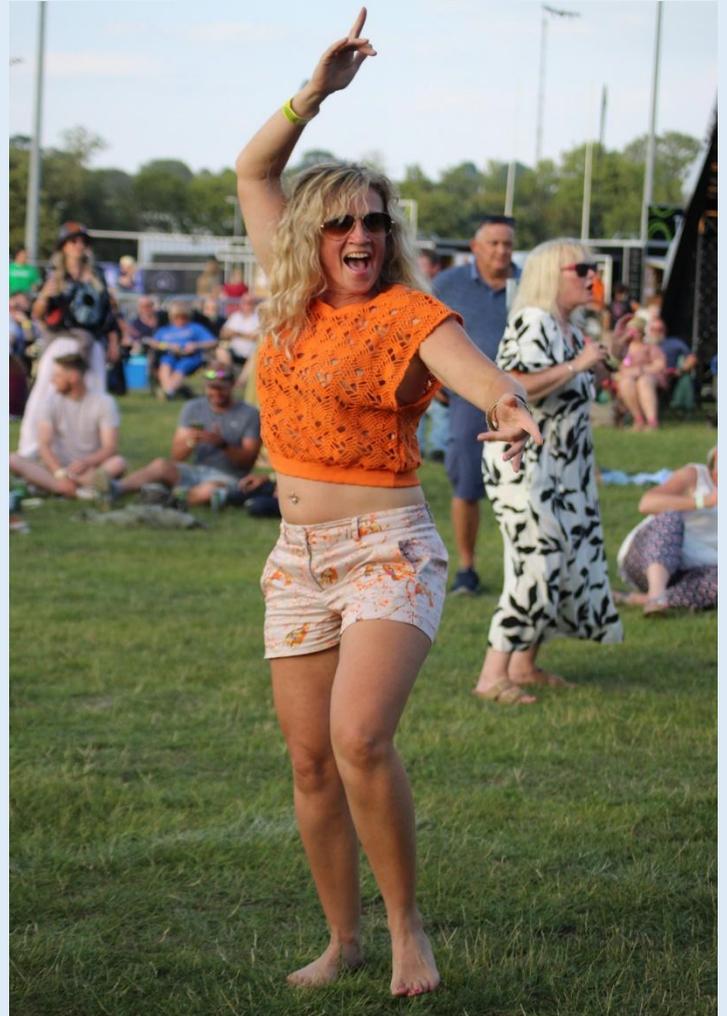
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8 - Media References

DavFest25 Media References

[Tribute acts to rock Davfest when event returns for fourth year next week](#)

DavFest24 Media References

[Third year of joy for the community as 'fun' music festival returns for two days](#)

[Community steps in to help promote Daventry music festival - BBC News](#)

[Take a look at these photos from Daventry's 'brilliant' music festival](#)

DavFest23 Media References

[DAVFEST AT RADIO NORTHAMPTON 15/7/23 - YouTube](#)

[DavFest to return this summer with 10 hours of live music and more \(daventryexpress.co.uk\)](#)

DavFest22 Media Reference

[Sounds of Queen, Kylie, The Killers and Oasis coming to Daventry's brand new summer music festival | Daventry Express](#)

[Sounds of Queen, Kylie, The Killers and Oasis coming to Daventry's brand new summer music festival | Northampton Chronicle and Echo](#)

[Move over Glastonbury - Daventry town 'buzzing' for weekend music festival as part of Queen's Jubilee celebrations | Daventry Express](#)

<https://www.facebook.com/DaventryExpress/videos/402635728268498> – DavFest Live

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9 - General Information

As Lockdown Events Ltd is not VAT registered, the prices quoted are the total cost for each package.

All payments to be made to

Lockdown Events Ltd

Account: 50226043

Sort: 82 11 07

Virgin Money (Clydesdale Bank)

Invoice / Receipts issued from Lockdown Events Ltd

Minimum Payment Terms:

- A non-refundable deposit of 25% is due upon order confirmation.
- A further 25% is due 30 days after the initial payment.
- The remaining 50% is due 120 days prior to the event.

DavFest operates under full licensing from West Northamptonshire Council and is a registered event with the Safety Advisory Group (SAG), ensuring safety and regulatory compliance at every level. With £10,000,000 in event insurance, the well-being of our attendees, partners, and stakeholders is our highest priority.

Lockdown Events Ltd works exclusively with experienced, professional teams across all areas of event delivery, including medical services, security, staging, licensed alcohol sales, food vendors, sanitary facilities, and waste management. This ensures a safe, well-managed, and high-quality festival experience.

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