

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



DavFest25 Sponsorship Prospectus



Presented by: Lockdown Events Ltd

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



Lockdown Events Ltd – Presents DavFest

Website: www.lockdowneventsltd.com

Facebook: 2K Followers and 1.5K Likes: www.facebook.com/davfestpage

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

Contact: 07855 832878

: Email: Scott-Davfest@outlook.com

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.

Industry veterans praised DavFest as one of the most professionally managed events they've seen in 30 years, and feedback from Daventry residents has been overwhelmingly positive, driving demand for another unforgettable year.

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

Managing Director

Lockdown Events Ltd

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



DavFest25

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

The 2024 festival was our biggest yet, attracting over 4,000 attendees across two days.

Festivalgoers were treated to an incredible lineup featuring music from iconic acts ranging from The Prodigy and Green Day to Linkin Park and Elton John, along with 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.

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

Date: July 25th & 26th July 2025

Time: Friday 25th – 17:00 till 22:00

Saturday 26th – 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.

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



DavFest Sponsorship Statistics (Online)

Our festival may take place just once a year in July, but we're dedicated to keeping our sponsors in the spotlight year-round.

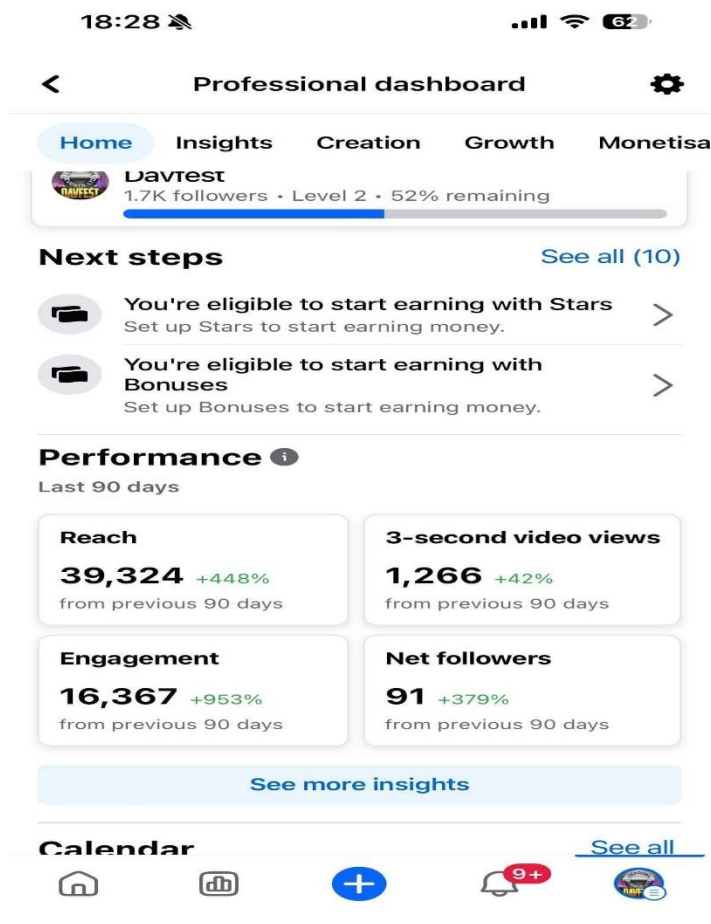
Through ongoing event updates and sponsorship highlights, your investment extends far beyond the festival weekend.

As we approach the event, our engagement levels rise significantly, with each post typically reaching up to 40,000 people and over 16,000 engagements.

Historically, Facebook has been our primary marketing tool, but in 2025 we're expanding our reach. We've brought on a dedicated Social Media Officer to drive exposure across multiple platforms, including Instagram, Snapchat, and TikTok. 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 personalized publications spotlighting your brand, including regular shares of your links on our social media and web pages. This commitment to sponsorship means prime visibility, engagement, and connections with our festival audience.

*Graphic shown from July 2024



LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



DavFest Sponsorship

A key element of our festival's success is in how we present ourselves to maximize 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 scrims. 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:

- Posters, Banners and Boards – Over 400 were distributed in 2024.
- Fliers - Over 5000 were distributed in 2024.
- Arena Banners (number dependent on level of sponsorships)
- Local Newspaper & Radio Interviews
- Merchandise

Juice Sound **PLUMBASE DAVENTRY** **KCI** **LOCKDOWN EVENTS LTD**

DAVFEST 24

TICKETS WWW.TICKET247.CO.UK/PAGE/DAVFEST
@DAVENTRY RUGBY CLUB, WESTERN AVENUE, NN11 4ST

FRIDAY 26TH JULY 5PM TILL 10PM **SATURDAY 27TH JULY MIDDAY TILL 10PM**

THE PRODIGY BY JILTED GENERATION THE OFFICIAL PRODIGY TRIBUTE!
DARREN JAMES EUPHORIA RESIDENT SPINNING, TRANCE, HOUSE & IBIZA CLASSICS!
GREEN DAY BY ULTIMATE GREEN DAY **LINKIN PARK** BY METEORA
ELTON JOHN BY MAX ANTHONY **ABBA** BY ABBA ANGELS
p!nk BY MIZZ PINK **ESCHER ROCKS**

THREE BARS • STREET FOOD • STILT WALKERS
FACE PAINTING • INFLATABLES • CARNIVAL STALLS
HAIR BRAIDING • FAMILY FUN FAIR • FIRE BREATHERS

TICKET247.CO.UK/PAGE/DAVFEST

	ADULT	6-18	VIP	VIP(6-18)
FRIDAY	£10	£5	£20	£13
SATURDAY	£20	£10	£45	£20
WEEKEND	£25	£12	£55	£30
WEEKEND + CAMPING	£35	£20	£65	£35

ATTIC SinglePoint Calls Mugleston's PLUMBING & HEATING FBL PITTER BODY Flashback Events SPACE STATION MACMILLAN CANCER SUPPORT

REGISTERED COMPANY:13892350

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



Stage Scrim



LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



DavFest Sponsorship Packages

Main Event Sponsor - £4,000.00 – X 1 Available

- Named Headline Sponsor of the event on all media and publications.
- Large logo in prime position on Stage Scrims
- Large logo on all social media posters
- Large logo on all printed material
- Company logo and website printed on all non-VIP wristbands for Weekend Passes
- Company logo printed on DavFest merchandise.
- 4 x Large Company branded banners. Full Fence Panels around arena and at front gate (cost of banners included – additional can be purchased separately or supplied by sponsor)
- Regular Social media exposure and branded posts
- Pitch side advertising board at Daventry RFC - 1 Year (worth £400)

The Event

- 40 x VIP Weekend tickets with Priority entry
- 10 x Exclusive reserved table and seating in VIP area for 40 people
- 10 x Weekend Reserved parking spaces
- Regular acknowledgment onstage of sponsorship including company bio and promotions during intermissions.
- Discount code for additional tickets.

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



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

- Branded VIP area
- Medium logo in prime position on Stage Scrim
- Medium logo on all social media posters
- Medium logo on all printed material
- Company logo and website printed on all VIP wristbands for Day & Weekend Passes
- Company logo printed on DavFest merchandise.
- 2 x Large Company branded banners. Full Fence Panels around arena and at front gate (cost of banners included – additional can be purchased separately or supplied by sponsor)
- 4 x Half Size for fencing around VIP Area (Cost of banners included – additional can be purchased separately or supplied by sponsor)
- Regular Social media exposure and branded posts

The Event

- 24 x VIP Weekend tickets with Priority entry
- 6 x Exclusive reserved table and seating in VIP area for 24 people
- 6 x Weekend Reserved parking spaces

- Regular acknowledgment onstage of sponsorship including company bio and promotions during intermissions.

- Discount code for additional tickets.

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



Bar Sponsor- £3,500.00 – X 1 Available

- Branded Pint and Half Pint reusable plastic cups – used at all bars for every drink
- Medium logo on Stage Scrims
- Medium logo on all social media posters
- Medium logo on all printed material
- Company logo and website printed on all VIP wristbands for Day & Weekend Passes
- Company logo printed on DavFest merchandise.
- 2 x Company branded banners located next to the Bar (cost of banners included – additional can be purchased separately or supplied by sponsor)
- 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
- Regular acknowledgment onstage of sponsorship including company bio and promotions during intermissions.
- Discount code for additional tickets.

Pint Cup

This image is for visual purposes only.
The print position and colours on the finished product may appear different.



LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



Co-Sponsor - £2,000.00 - X 2 Available

- Medium logo on Stage Scrims
- Medium logo on all social media posters
- Medium logo on all printed material
- Company logo and website printed on all Day wristbands – 1 Per Day
- Company logo printed on DavFest merchandise.
- 2 x Large Company branded banners. Full Fence Panels (cost of banners included – additional can be purchased separately or supplied by sponsor)
- 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

- Regular acknowledgment onstage of sponsorship including company bio and promotions during intermissions.

- Discount code for additional tickets.

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



Entry Level Sponsor - £550.00 – X 5 Available

- Small logo on Stage Scrim
- Small logo on all social media posters
- Small logo on all printed material
- Small Company logo printed on DavFest merchandise.
- 1 x Small Company branded banners. Half Fence (cost of banners included – additional can be purchased separately or supplied by sponsor)
- Regular Social media exposure and branded posts

The Event

- 4 x VIP Weekend tickets with Priority entry
- 1 x Exclusive reserved table and seating in VIP area for 4 people
- 1 x Weekend Reserved parking spaces
- Regular acknowledgment onstage of sponsorship including company bio and promotions during intermissions.
- Discount code for additional tickets

LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



This is DavFest!



LOCKDOWN EVENTS LTD

www.lockdowneventsltd.com



LOCKDOWN EVENTS LTD

www.lockdowneventsLtd.com



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

LOCKDOWN EVENTS LTD

www.lockdowneventsLtd.com



General Information

Lockdown Events Ltd are not VAT Registered and as such do not charge VAT.

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

DavFest operates with full licensing from West Northants Council and is a registered event with the Safety Advisory Group, ensuring safety and compliance at every level. With £10,000,000 in event insurance, we prioritize the well-being of our attendees and stakeholders.

Lockdown Events Ltd works exclusively with professional teams for all aspects of event management, including medical services, security, staging, alcohol sales, food vendors, sanitary facilities, and waste management, guaranteeing a high-quality and safe festival experience.

Please note that all images and information within this document are the intellectual property of Lockdown Events Ltd.