

Think Global. Act Local.

Tea Party

2017



Introducing Royal Windsor Tea Party 2017

One Big Top. Two Stages. 14 Star Acts. 8000 tickets sold to date.

The festival season comes to the historic Royal Windsor racecourse. Where class meets culture, and to a back drop of live music by big names. Brands and concessions will have the perfect opportunity to showcase and interact with young professionals and social influencers.

Successfully into its third year, the Tea Party sets the scene for sharp brands to connect with sophisticated consumers.

Place Experts is excited to be partnering with WePop to help forward thinking business leaders captivate the hearts and minds of new consumers through immersive brand experiences.

Key Dates

Saturday 5th August 2017.



Your opportunity awaits.

The Tea Party 2017 is one of the most prestigious and bustling events in the home counties social calendar and we have an exciting opportunity for your brand to meet and interact with its sophisticated and affluent attendees.

With three successful years, headline acts and a huge presence on social media this is the perfect event to showcase your brand and launch it into the next 10 years, by connecting with today's social influencers and tomorrow's business leaders.

From a numbers game to game-changing numbers.

Attendee Profile

Age:

18 - 25 - 58%

26 - 35 - 34%

35+ 8%

Attendance:

2014 - 1050

2015 - 3200

2016 - 5600

2017 - 8000

Gender:

Male - 49%

Female - 51%



RETAIL VENDOR AND CONCESSION OPPORTUNITIES

KEY EVENT INFO:

ONE DAY MUSIC FESTIVAL IN ROYAL WINDSOR
10 HOUR TRADING PERIOD
CAPTIVE AUDIENCE
7000 PEOPLE IN ATTENDANCE
18-35 AGE DEMOGRAPHIC
HIGHLY AFFLUENT SURROUNDING AREAS



IDEAL OPPORTUNITIES FOR:

RETAIL STANDS
MERCHANDISE
MAKEUP ARTISTS
BRAND ACTIVATION / SAMPLING
BRAND EXPERIENCE



No longer just a logo placement.

Meet Tomorrow's Customers, Today.

An opportunity to connect with today's social elite and tomorrow's social influencers is not one to be missed.

Two key packages provide an opportunity for brands to create meaningful relationships with new customers and solidify brand reputation with existing advocates.

Reach an active and social audience and bolster your brand by partnering with the must-attend festival event of the season that speaks to both young professionals and social influencers alike.

Join us at Windsor Tea Party to:

- Access high net-worth music lovers and local enthusiasts
- An opportunity to reach the AB demographic in a niche environment
- Association with a festival that is fast becoming the festival of choice for local young urban professionals and entrepreneurs
- An opportunity to establish your niche within the local area, and its social fabric
- An inexpensive investment vehicle compared to other mediums
- An ideal branding, sampling and distribution platform

Tea Party

2017

SATURDAY
5TH AUGUST
WINDSOR
RACECOURSE

MAIN STAGE

EXAMPLE
TOM ZANETTI
& K.O KANE
JAGUAR SKILLS
MAJESTIC
DJ S.K.T
WIDEBOYS
NATHAN DAWE
KAREN HARDING
LIVE PA
FOOR

MINISTRY OF SOUND BIG TOP

SOLARDO
DENNEY
CAMELPHAT
GEORGE KWALI
UNORTHODOX
DOMUS
PLUS MORE TBA

PLUS

THE ICE
TEA IGLOO STAGE
NEW FOR 2017

THE VIP
GARDEN
NEW FOR 2017

LIVE
ENTERTAINERS

FUN FAIR

POPOP
STREET FOOD
VENDORS

& LOTS
MORE

TICKETS

WWW.TEAPARTYFEST.COM

Our packages are **bigger than you think.**

On Site Presence Package

Take a space to promote your brand – interact with potential customers and strengthen relationships with existing ones as they enjoy the festival atmosphere.

Deliver a Brand Activation or showcase your existing brand in any way you like – the space is yours to do what you want with, including sampling and onsite sales.

To book your space please contact rita@placeexperts.co.uk or call 0151 372 5577

Sponsorship Package

With 8000 tickets sold so far your brand can feature on either the main stage or Igloo stage reaching thousands of consumers throughout the day. This is the perfect opportunity to showcase your brand in all its glory.

Includes the option to have an onsite presence alongside your advertisement giving immediate and tangible return on investment.

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THE VIP GARDEN

ESCAPE THE CROWDS IN OUR ALL NEW VIP GARDEN

PRIVATE BARS AND FOOD TRUCKS
POSH LOO'S WITH NO QUEUES
LOADS OF SEATING AND BEAN BAGS
MAGICIANS AND PERFORMERS
LIVE MUSIC
JUICE BAR
MASSAGE THERAPISTS
HOT TUBS



Want to know more?

Talk to the Place Experts.



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