

25 Sponsorship

Glastonbury Festival is a celebration of many types of contemporary arts and a forum for charities, NGOs, pressure groups and campaign groups to debate environmental and humanitarian issues. The Festival promotes alternative practices, technology and healing – and encourages small businesses.

The Festival welcomes sponsorship from organisations large and small that do not compromise Festival values, and particularly from companies that support Greenpeace, Oxfam or Wateraid.

Sponsorship is sought mainly from the media, telecommunications and music industries. It is unlikely that sponsorship would be accepted from consumer goods manufacturers or retailers or from companies with a fundamentally different value base to that of the Festival.

The Festival will not accept sponsorship from tobacco companies, from companies that have a poor environmental record or from companies that have traded unfairly in the Third World. (Greenpeace and Oxfam will advise which companies fall into these categories.)

The Festival will work with alcohol sponsors, but will not accept a high profile on site presence from any alcohol manufacturer.

There will be little or no overt corporate branding on site. Agreement with a sponsor will not involve any external branding on site. It is accepted that some point of sale branding in tents may be required, but, even that, must not be excessive. It is unlikely a product launch at the Festival will be approved.

The Festival will not link a sponsor's name to the name of a venue.

The Festival will not enter an agreement with a company wishing to display posters or fly posters.

Sampling and leafleting are unlikely to be permitted – sampling, because it could compromise the small traders that have paid for trading sites, and leafleting because it creates waste and is not environmentally friendly. Also both are rather tacky, and very corporate activities and just not Glastonbury. (If a company wishes to sample, it may be appropriate to sell them a trading site on the condition that they charge for their products.)

Sponsorship should have some added value for festival goers beyond a monetary contribution to covering festival costs. (e.g. free recharging by Orange, the Guide from the Guardian, the Tent Security Pack from Radio 1) Alternatively sponsorship can give added value to the relationship between the Festival and the named beneficiaries (Greenpeace, Oxfam and Wateraid)

The Festival encourages sponsors to work together symbiotically.

