



THE
BIG
FESTOON



BRAND PARTNER PACK



WHY PARTNER WITH US?

Partnering with The BIG Festoon gives your brand access to an ambitious community network of over 60,000 incredible, growth-hungry small businesses, thought-leaders, and change-makers.

The **BIG Festoon** is the UK's **fastest-growing** personal and professional development event for small business owners who are chomping at the bit to grow (and invest!) in their business (which is why so many brands decide to partner with us!)

We're offering you incredible promotional opportunities for your business all year round, via **our entire 60,000+ IATQB network**, and with a BIG spotlight on your brand at our epic two-day, 800+ delegate event **The BIG Festoon**.

OUR TOTAL ENGAGED AUDIENCE REACH EXCEEDS 60,000 PEOPLE.



ABOUT THE IATQB MOVEMENT

#IAMTHEQUEENBEE is an epic movement which empowers ambitious business owners and big brands alike to make their voices heard, to take action, and to develop their business using the power of public speaking.

We're helping more people to **SHOW UP, WISE UP** and **RISE UP** for success. We're also directly supporting survivors of domestic abuse with our incredible CIC, **The #FLYANYWAY Foundation**.

Headed up by its fearless leader and CEO, Dani Wallace, the IATQB community is brimming with engaged, go-getting entrepreneurs ready to take up more space in the world and develop their businesses, which is why partnering with us at IATQB is such a super smart move to raise your brand profile and marketing game!

The Audience:	Small Business Owners e.g. coaches, social media managers, graphic designers etc. and CICs-thought-leaders, change-makers, voices from marginalised communities
How Many:	Approx. 3k community members in our private Facebook group, The IATQB Hive, 10k+ combined total audience on Instagram, with potential reach of well over 500,000 people on Instagram from our speakers, exhibitors and VIP guests.
Website:	iatqb.com & thebigfestoon.com



ABOUT THE BIG FESTOON

The BIG Festoon is THE UK's most exciting and fastest-growing personal and business development event for entrepreneurs and change-makers looking to grow.

On a mission to help business owners to use their voices to BEE seen, BEE heard and take up more space in the world with their business message, **The BIG Festoon** delivers the inspiration, motivation and celebration that the UK small business network needs to further its growth.

With a huge focus on both personal and professional development in areas such as sales, marketing, finance, tech, mindset, operations, HR, and so much more, this event aims to give every single attendee both practical learnings, new theoretical concepts, and a massive dose of entertainment.

With multiple promotional opportunities for your brand before and during the event, **The BIG Festoon** is a gamechanger for audience growth and for creating a proper buzz around your business.

The Audience:	800+ in-the-room delegates, and a whole virtual audience with potential reach of over 60,000
When:	Thursday 27th & Friday 28th March 2025
Past speakers:	Lisa Maffia, Daniel Priestley, Lisa Johnson, Natasha Hamilton, Marilyn Okoro, Trina Nicole, Remel London, Queen Mojo and many more.
Where:	The Premiere Suite, Bolton Stadium Hotel, BL6 6SF
Website:	thebigfestoon.co.uk





EXCLUSIVE BRAND PARTNER

INVESTMENT: £50K + VAT

BY APPLICATION ONLY

If you're ready to go all in, we're RIGHT HERE to make it happen!!!!

If you're looking to supercharge your visibility, marketing, sales and brand presence, then as the UK's FASTEST-growing personal and professional development event for small businesses, we're the ONE you want!

As the exclusive Brand Partner of The BIG Festoon, we'll work with you to make sure you get the spotlight you're looking for as well as delivering these incredible perks as part of your package:

- **Whole event sponsor:**

You'll be our brand partner for the whole two-day event - all eyes will be on you and your business. Your logo, socials, and your brand name will be everywhere pre-event, it'll be organically all over social media, featured in the press...talk about putting your brand centre stage!

- **Join Dani live on stage as a Speaker or to be Interviewed by Dani or host your very own Breakout Space:**

REALLY get involved with one of the UK's fastest growing small business events and get up on stage for 30 minutes with Dani! As our Overall Brand Partner, you'll be invited to either be a speaker, be interviewed by Dani, or host your very own Breakout space at the event, giving you an incredible platform from which you can grow your audience and nurture your fans!

- **Introductions to all our speakers, delegates and exhibitors:**

Not only will you get to make long lasting connections with a captive target audience at The BIG Festoon, but you'll get to meet our speakers and exhibitors. With amazing businesses and social enterprises of their own, it's the perfect opportunity for potential influencer marketing/ affiliate marketing in the future.

BUT WAIT.....THERES MORE!



EXCLUSIVE BRAND PARTNER

INVESTMENT: £50K + VAT

- **Entire Delegate Data List (The BIG Festoon ONLY)**

We'll give you 800+ qualified leads, who will know who you are, have seen what you can do, and are chomping at the bit to invest in their growth!

- **10 x sales-specific, promotional emails to all The BIG Festoon attendees and our wider IATQB network:**

We'll promote your special offer to all of our delegates and wider audience which will actively encourage more sales pre-event.

- **Premium Exhibitor Space at The BIG Festoon for the whole event:**

As our exclusive Brand Partner, you will be situated pride of place in our Exhibitor Village to capture your audience, build trust, and make more sales!

- **Inclusion in all regional & national press releases for the event:**

That's your brand being seen by an entirely new audience- perfect for widening your reach and amplifying your status as the expert in your industry.

- **10 x VIP two-day tickets for The BIG Festoon:**

Bring your team with you and maximise how many conversations you can have with all of your new fans!

Honestly, we want to give our Exclusive Brand Partner as much exposure as we possibly can. We'll do everything in our power to get as many people as we can to sign up with you so you can smash your own business goals.



GOLD LEVEL SPONSOR

INVESTMENT: £25K + VAT

This package is ALL about helping your brand to really take up space!!!!

You'll be up on The BIG Festoon stage, the beating heart of our event, where the action, motivation, mic-drop moments and entertainment all take place.

WHAT'S INCLUDED:

- **Entire Delegate Data List (The BIG Festoon ONLY)**

We'll give you 800+ qualified leads, who will know who you are, have seen what you can do, and are chomping at the bit to invest in their growth!

- **30-minute Main stage speaking slot:**

The BIG one! There's absolutely NO way you'll get missed as you take to our stage for 30 minutes and get directly involved in all the action for the entire two-day event, alongside some of the best professionally-trained speakers and celebrity keynote speakers in the UK! Talk about putting your brand centre stage!

- **Pre-event promotion to our entire IATQB network:**

We'll promote your brand to all of our clients and wider audience (email, community group, paying cohort members, #IATQB website, and social media channels) to make sure everyone knows exactly who you are and what you're all about! Includes **FOUR** pre-event specific emails around your sales focus so your audience are primed to invest with you!

- **Premium Exhibition Space at The BIG Festoon for the whole event:**

As a Gold Sponsor, your brand will be up front and centre in our Exhibitor Village to capture your audience, build trust, and make more sales!

- **4 x VIP two-day tickets to The BIG Festoon**

- **Inclusion in all regional & national press releases for the event:**

That's your brand being seen by an entirely new audience- perfect for widening your reach and amplifying your status as the expert in your industry.



SILVER LEVEL SPONSOR

INVESTMENT: £10K + VAT

This package is ALL about helping you create more impact; more influence and more income with a 20-minute speaking slot up on The BIG Festoon stage!

As a SILVER level sponsor, you'll also receive 3 event-specific emails to our entire IATQB community and wider audience. Also includes a Standard Exhibitor Stand in our Exhibitor Village & 2 x VIP Tickets to The BIG Festoon..

WHAT'S INCLUDED:

- **20-minute Main stage speaking slot:**

Spend 20 minutes on stage wowing the socks of our guests at The BIG Festoon, either through a speaking slot or an on-stage interview alongside Dani, The Queen Bee herself!

- **Pre-event promotion to our entire IATQB network:**

We'll promote your brand to all of our clients and wider audience (email, community group, paying cohort members, #IATQB website, and social media channels) to make sure everyone knows exactly who you are and what you're all about! Includes 3 specific emails around your sales focus so your audience are primed to invest with you!

- **Standard Exhibition Space at The BIG Festoon for the whole event:**

As a SILVER Sponsor, your brand will be up front and centre in our Exhibitor Village to capture your audience, build trust, and make more sales!

- **2 x VIP two-day tickets to The BIG Festoon**



AFTERPARTY SPONSOR

INVESTMENT: £25K + VAT

The one they all want to be a part of!

Host The BIG Festoon After Party and put your brand at the centre of these celebrations alongside our VIP Celebrity Guest, **GOK WAN!!!!**

Come and make yourself known to our speakers and our guests, really get to know our incredible attendees and we'll make sure you're known as the life of the party!

WHAT'S INCLUDED:

- Your brand and logo up on our screens throughout The BIG Festoon event.
- A Premium Exhibitor stand for The BIG Festoon event.
- Inclusion in all regional and national press activities in association with Chocolate PR.
- 2 x two-day VIP tickets to The BIG Festoon event.
- A full-page promotional feature in the event programme.
- Shoutouts in our email marketing pre-event.
- 3 x promotional offer emails to our entire audience, 2 x pre-event and 1 x post-event.
- Photography of you in your branded area for you to keep!





VIP DINNER SPONSOR

INVESTMENT: £15K + VAT

As our VIP Dinner Sponsor, you and your brand will be super visible as you host a whole room of movers and shakers at our specifically-curated, intimate VIP dinner! Alongside our extra special VIP guests, celebrity speakers, other sponsors, and speakers, this is THE place to put your brand if you want to get closer to all the action!

You'll be interviewed by Dani and be right at the heart of those further conversations that matter, with 100+ VIP guests to get to know better.

WHAT'S INCLUDED:

- **Interview with Dani:**

You'll be interviewed by Dani at our VIP dinner in front of over 100 VIP guests- there won't be a person in that room who doesn't know who you are, what your brand is about, or what you're trying to achieve!

- **Premium Exhibition Space at The BIG Festoon for the whole event:**

As our Exhibitor Village Sponsor, your brand will be up front and centre in our Exhibitor Village to capture your audience, build trust, and make more sales!

- **Shoutouts in our BIG Festoon marketing pre-event:**

Your brand, website, socials and mission statement will all be in front of the very people you're going to meet before the event so they can get to know you and love you before you meet them in person!

- **Your brand on our big screens:**

Throughout the event, we'll put you up on our BIG screens to maximise your visibility and increase your brand awareness.

- **2 x two-day VIP tickets to The BIG Festoon**



FLIGHT SQUAD SPONSOR

INVESTMENT: £10K + VAT

Sponsoring our phenomenal Event Team, The BIG Festoon Flight Squad, is the perfect way to elevate your brand presence and really get more eyes on your business! This lot brings the energy and are on hand at all times during the two-day event to amp up the atmosphere and make some noise, meaning no-one can miss them!

In their bright yellow event team uniform, they're EVERYWHERE around the venue; they're featured heavily in our official photography, videography and are much-beloved and actively shared on both our official social media channels and our delegates' channels, meaning your brand will be right in front of all the action long after the event!

WHAT'S INCLUDED:

- Your brand and logo on our Flight Squad Uniform- that's 600+ eyes directly on your brand!
- Your brand and logo up on our screens throughout The BIG Festoon event.
- A Premium Exhibitor stand for The BIG Festoon event.
- Inclusion in all regional and national press activities in association with Chocolate PR.
- 2 x two-day VIP tickets to The BIG Festoon event.
- A full-page promotional feature in the event programme.
- Shoutouts in our email marketing pre-event.
- 4 x promotional offer emails to our entire audience, 3 x pre-event and 1 x post-event.
- Photography of you in your branded area for you to keep!





EXHIBITOR VILLAGE SPONSOR

INVESTMENT: £5K + VAT

You care about supporting small businesses? So do we!

Become the official sponsor of our Exhibitor Village and have your branding pride of place where footfall is heaviest! You'll also receive a Premium Exhibitor Space to make sure you command attention from all our delegates.

We'll promote your brand on our big screens, include you in our pre and post event marketing and in our programme, and 2 x VIP tickets to The BIG Festoon!

WHAT'S INCLUDED:

- **Premium Exhibition Space at The BIG Festoon for the whole event:**
As our Exhibitor Village Sponsor, your brand will be up front and centre in our Exhibitor Village to capture your audience, build trust, and make more sales!
- **Shoutouts in our BIG Festoon marketing pre-event:**
Your brand, website, socials and mission statement will all be in front of the very people you're going to meet before the event so they can get to know you and love you before you meet them in person!
- **Your brand on our big screens:**
Throughout the event, we'll put you up on our BIG screens to maximise your visibility and increase your brand awareness.
- **2 x VIP two-day tickets to The BIG Festoon.**





BOG SPONSOR

INVESTMENT: £2,500 + VAT

In a room of 800+ people, what's gonna see the busiest traffic? Yep. The bogs.

WHAT'S INCLUDED:

- Preferential prominent exhibitor space.
- Your logo and QR code on screen during breaks to build your email list and wider brand awareness.
- 1 pre-event promotional email to our entire mailing list.
- 1 post-event promotional email to our entire mailing list.
- Be our Gender-Neutral Bathroom Sponsor with your logo on our signage and your literature in the bathrooms.
- A live interview across the socials and The IATQB Hive Social media shoutouts pre and post event.





PREMIUM EXHIBITOR SPACE

INVESTMENT: £2,500 + VAT

Get ready to **REALLY** engage your audience, make an impact and increase your brand awareness with a Premium Exhibitor Space in our Exhibitor Village!

With an audience of 800+ potential new clients, putting your brand pride of place at The BIG Festoon is the perfect way to create a lasting impression on the very people you're trying to reach.

We've purposely curated times for networking throughout the day to ensure that traffic will flow your way and that those important conversations and new introductions can take place!

WHAT'S INCLUDED:

- **Premium** promotional exhibition space for your brand in our Exhibitor Village (table, black tablecloth and space for pop-up banners included to make setup a breeze)
- Half page feature in The BIG Festoon event programme (that's 600+ people looking at YOUR brand!)
- Shoutouts and promotional mentions to the entire #IATQB social media network in the run up to the event.
- Featured mentions in our promotional emails to our 60,000-person network!





HOST YOUR OWN TABLE

VIP TABLE INVESTMENT: £4,125 + VAT

Enjoy your own dedicated table for you, your mates, or your team and receive all of these incredible perks at no extra cost!

- 10 x 2-day VIP tickets to our glorious The BIG Festoon Event.
- Exclusive Q&A private dinner with Dani, the speakers, and other VIP ticket holders.
- 'Speaking for Sales' workshop with Dani post event.
- Tea, Coffee & Refreshments all day.
- Your logo and website on the main stage screens during the intervals throughout the day (talk about showing up, wising up, and rising up on an EPIC level!)
- Buffet lunch both days.
- The BIG Festoon Networking with speakers, exhibitors and attendees.
- A feature in the event programme (that's a LOT of eyes on your brand!)
- A featured space in our BIG Festoon swag bags for you to include any gifts or marketing materials you want to share with VIP guests.
- Promo shoutout in our event emails in the run up to the event.
- 10 x passes to The BIG Festoon After Party with speakers, exhibitors, attendees and Dani herself!

Bonus:

- Free download of Dani's Best-Selling Book 'Closed Mouths Don't Get Fed' for you and your guests.





HOST YOUR OWN TABLE

GOLD TABLE INVESTMENT: £2,459 + VAT

Enjoy your own dedicated table for you, your mates, or your team and receive all of these incredible perks at no extra cost!

- 10 x 2-day VIP tickets to our glorious The BIG Festoon Event.
- Tea, Coffee & Refreshments all day.
- Your logo and website on the main stage screens during the intervals throughout the day (talk about showing up, wising up, and rising up on an EPIC level!)
- Buffet lunch both days.
- The BIG Festoon Networking with speakers, exhibitors and attendees.
- A feature in the event programme (that's a LOT of eyes on your brand!)
- A featured space in our BIG Festoon swag bags for you to include any gifts or marketing materials you want to share with VIP guests.
- Promo shoutout in our event emails in the run up to the event.
- 10 x passes to The BIG Festoon After Party with speakers, exhibitors, attendees and Dani herself!

Bonus:

- Free download of Dani's Best-Selling Book 'Closed Mouths Don't Get Fed' for you and your guests.



SHOW UP. WISE UP. RISE UP.

Elevate your brand presence with one of our incredible lower-cost TBF sponsorship packages:

LANYARD SPONSOR

INVESTMENT: £2K + VAT

Just imagine your brand being worn around the neck of every single person across the whole 2-day event- talk about getting more eyes on your business! Includes 1 Gold ticket to The BIG Festoon.

SWAG BAG SPONSOR

INVESTMENT: £2K + VAT

Every single one of our VIP event attendees gets a goodie bag or 'swag bag'- that's a LOT of people carrying around your logo and taking home your brand for keeps! Includes 1 Gold ticket to The BIG Festoon.

'GET IN THE PROGRAMME':

Full page: £300 + VAT

Half Page: £150 + VAT

Never underestimate the power of traditional advertising! Your brand advertised inside our full 2-day event programme for everyone to see.