

WOW! FEST 2026

- SPONSOR PACK -



About **WOW! Fest** (Walsall Outdoor Wonders)

WOW! Fest is a free outdoor dance and movement festival in **Walsall Arboretum**, delivered by **Autin Dance Theatre**. It brings together professional performance, community participation and heritage storytelling. Launched in 2025 to great success, the festival returns in 2026 - bigger, bolder and reaching even more people.

In 2026, **WOW! Fest** will engage over **1,350 residents** and deliver **60 workshops** across **10 schools, youth and community groups**, creating opportunities for local people to develop skills, improve wellbeing and connect through shared creative experiences. Participants will showcase their work alongside professional dance companies in a vibrant community platform.

The festival will welcome over 1,000 attendees and feature a living mural capturing local memories, reflecting the richness of Walsall's shared cultural and social heritage.

By connecting arts, health, heritage and community, **WOW! Fest** creates meaningful local impact. We invite businesses and organisations to join us in growing **WOW! Fest** into a flagship community festival that celebrates the very best of Walsall.

Why Partner **WOW! Fest** 2026?

As a partner of **WOW! Fest**, you will gain direct access to local families, young people and communities, alongside strong alignment with health, wellbeing and heritage priorities. The festival offers high visibility through a major public event and digital reach of over 10,000 people, while supporting inclusive, accessible cultural activity.

Most importantly, you will have the opportunity to position your organisation as a local leader - championing a programme that celebrates Walsall, raises aspirations and creates meaningful impact for its communities.



Sponsorship Tiers:

WOW! Headline Partner - £5,000+

Position your organisation as the driving force behind WOW! Fest 2026. championing communities across Walsall.

- "Presented by" branding across WOW! Fest
- Logo on all marketing (print, digital, press)
- On-site activation space / stall
- Social media campaign feature
- VIP experience (team + guests)
- Opportunity to present an award or moment
- Featured in post-event impact report

WOW! Gold Partner - £2,500

Align your brand with a vibrant, community led festival reaching over 1,000 people. Showcase your commitment to health, culture and local impact.

- Prominent logo on marketing materials
- On-site presence / activation opportunity
- Social media mentions (pre + during festival)
- 6 VIP tickets / experiences
- Inclusion in press + PR

WOW! Silver Partner - £1,000

Be part of WOW! Fest and gain valuable visibility across our audiences. A great way to support a high-profile community event while promoting your brand.

- Logo on website + selected materials
- Social media shout-outs
- 4 VIP tickets
- Recognition on-site

WOW! Community Partner - £500

Show your support for local creativity, wellbeing and young people. Join a growing network of organisations investing in Walsall's communities.

- Name listed on website + supporter board
- Social media thank you
- 2 VIP tickets

In-Kind Sponsors

We also welcome your support through in-kind contributions to the festival. This could be through

- Equipment / infrastructure (tables, marquees, gazebos)
- Prize giveaways
- Food / hospitality
- Printing / marketing support
- Staff who can become a WOW! Volunteer



How to Get Involved

It's easy to partner WOW! Fest and be part of something bold, joyful and impactful. Pledge your support at our SpaceHive community crowdfunding page [here](#).

For more sponsorship information please contact:

Richard Tuck at richard@autindt.co.uk

Paulina Ozynska at paulina@autindt.co.uk

For general enquiries about WOW! Fest please email: hello@autindt.co.uk

Please note: while we offer a range of partnership opportunities, applications for Headline, Gold, and Silver Partners must be submitted by Monday 1st June to ensure inclusion of partner logos in the official festival programme distributed to audiences on the day of the event.





Autin Dance Theatre CIO
Registered Charity Number: 1210281