



York 50+ *Festival* celebrating & connecting



Sponsorship Pack

Celebrate life, community, and creativity at York's only festival dedicated to the over 50s!

This unique event brings together a fantastic mix of talks, performances and social events tailored to inspire, entertain, and connect.

Open to anyone looking to learn something new, meet like-minded people, or simply have fun, this festival is all about embracing new experiences and celebrating the lives of York's older citizens.

The York 50+ Festival is celebrating its 20th year and we would love you to be part of something very special!

In this third year of the festival being led by YOPA (York Older People's Assembly) we are joined by Age UK York, two independent local charities striving to make York a great place to grow older – together we are the voice of older people in our city.

Embracing the UN designated International Day of Older People on 1 October, festival activities are taking place from Saturday 20 September to Wednesday 1 October with a Day of Celebration and Central Parade in York on Saturday 27 September.

Who gets involved?

Our festival is dedicated to the over 50s but the aim is to bring people together - friends, families, neighbourhoods, communities and visitors - fostering meaningful connections and celebrating intergenerational relationships.

Why get involved?

How to help us make a difference - Sponsoring the 50+ festival can be a great opportunity for local businesses and organisations.

- POSITIVE BRAND ASSOCIATION
- TARGETED AUDIENCE REACH
- COMMUNITY ENGAGEMENT & GOODWILL
- MARKETING & PROMOTIONAL OPPORTUNITIES
- NETWORKING & BUSINESS DEVELOPMENT
- CORPORATE SOCIAL RESPONSIBILITY (CSR)
- MEDIA EXPOSURE
- CUSTOMER LOYALTY & TRUST
- DIFFERENTIATION FROM COMPETITORS

2024 50+ Events at a Glance

- 3000+ visitors
- 127 events
- 1000 people Parade awareness
- 2500 subscribers of hard copy YOPA newsletters plus many more online
- 4000 Festival printed brochures, distributed to libraries, community venues, sheltered housing, care homes and more

York at a Glance

- 211,012 residents (2021)
- 27,194 hectares, 62 schools, 2 universities, 2 Further Education colleges
- 114,000 people employed (22/23)
- 7,535 businesses (22/23)
- 8.4m visitors to the city (2018)
- 77,030 over 50s in York (census 2021)
- By 2041 people aged over 65 in York will increase by 23.2% to 52,256

“York has committed to making the city as age-friendly as possible.

It’s been fantastic to raise awareness of older people and their positive contributions to society. Often, the imagery surrounding older adults is quite negative, but here we have people dancing in the streets, which helps to change those perceptions.”

Carl Wain, Information and Social Action Manager, City of York Council

Sponsorship packages

By sponsoring the festival, you're not just gaining brand exposure - you're contributing to creating a vibrant, inclusive event that celebrates and supports people over 50 in our city. Let's work together to make a lasting impact!

Headline Sponsor (£2,500)

- Your brand featured as the festival's main sponsor
- Logo placement on all marketing materials (festival brochure, posters, flyers, website, social media, parade banners)
- Prime branding at the event venues (banners, stage mentions)
- Speaking opportunity at the opening or closing ceremony
- Exclusive media mention in press releases and interviews

Community Supporter (£500)

- Your logo featured on the festival website and in the programme
- An A5 portrait/editorial/Flash/events)
- Social media mentions and recognition in festival newsletter
- Opportunity to contribute branded giveaways or promotional items

Specific International Day of Older People Sponsor £1,000

- Package to be agreed
- Merchandising eg bags or pins

Volunteering - Individual and corporate

If you can't help with monetary contributions, can you support us by offering your time.

- Get involved in team building opportunities eg last year we made 100s of butterflies
- Help distribute the 50+ brochures to local organisations and venues
- Activity - admin support, helping behind the scenes, stewarding the parade on the 27 September

Can you provide in-kind support

- Event space, hospitality, equipment, film editing, animations, parade volunteers/stewards, donating a raffle prize or service.

Join us in making a difference!

Event Partner (£1,500)

- Sponsorship of a specific event(s) (eg keynote talk, workshop, or performance)
- Your logo on event-related materials and social media promotions
- On-stage or on-screen acknowledgment during the session
- Opportunity to display promotional materials at the event

Friend of the Festival (£200 /£100)

- Your business name listed as a supporter on the festival website
- Full A5 page ad in brochure (£200) or ½ page A5 ad (£100)
- Social media mention thanking your company

Ageism is a significant and widespread issue with nearly half of people over 50 in England experiencing age discrimination.

The Festival seeks to dispel ageist stereotypes, highlight the diverse experiences of older people in York, enhance wellbeing and enjoyment, and foster intergenerational understanding and links.

Contact information

Complete the form online here:

www.yorkassembly.org.uk/50-festival-2025/

Call us on: 07850 111299

Email us: yorkfiftyplus@gmail.com

YOPA: www.yorkassembly.org.uk/

Age UK York: www.ageukyork.org.uk

“Age UK York collaborates with other charities to support and empower older individuals. The Festival has been a fantastic opportunity to unite people, raise awareness, spark interest in learning more, and engage younger generations, helping to break down and dispel myths about older adults.”

Simon Holmes,
Chief Executive,
Age UK York

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About YOPA

We are an independent local charity which has advocated for, celebrated and supported older people across York and North Yorkshire for over twenty years. We are an organisation of older people, for older people and we work to achieve full citizenship for diverse older people across and within the wider community.

About Age UK York

An independent local charity which has been working in the York local community to help older people for over 50 years. 100 dedicated staff and over 400 volunteers help us to deliver services and activities, providing free, confidential and impartial information and advice on a range of issues relating to older people and those who care for and support them.

About the International Day of Older People (IDOP)

Each year on October 1, people across the world mark United Nations International Day of Older People to raise awareness of opportunities and challenges faced by ageing populations, and to mobilize the wider community to address challenges faced by older people.