



playmobil® Gloworm FESTIVAL



MEDIA PACK

GLOWORM



7TH-9TH AUGUST 2026
THORESBY PARK - NOTTINGHAMSHIRE
WWW.GLOWORMFESTIVAL.CO.UK



WHAT IS GLOWORM?

The Gloworm Festival is a unique family festival which prides itself on providing entertainment for both adults and children at the same time.

It's a festival that will inspire your imaginations and invite you to play in a warm, friendly and creative environment.

Gloworm targets families with children aged 0 - 14. Held in Thoresby Park estate in Nottinghamshire, Gloworm attracts 20,000 visitors annually and offers a considerable advertising and ROI opportunity.

Our festival features:

- Live Music
- Childrens Workshops
- Theatre Workshops
- Brand Activations
- Character Shows
- Circus Performances
- Modern Farm



Audience

Events have proven to be one of the most powerful means of marketing for sales and lead generation, its incredibly powerful for brand activation and experiential marketing.

Gloworm provides a relaxed environment for brands to engage with consumers for longer periods then any other marketing format.

Breakdown:

- 20,000 Attendees
- 0 - 3 years old - 30%
- 4 - 16 years old - 25%
- 17 - 65 years old - 45%

Key Facts:

- ABC1 Consumers - 75%
- Average Household Income - £46,000
- Average Daily Spend - £60
- Largest individual spend - £65,000
- Largest Lead Generation Campaign - £48m

GLOWORM MEDIA ReACH

150

**PIECES OF
COVERAGE**

25.3m

AUDIENCE

8m

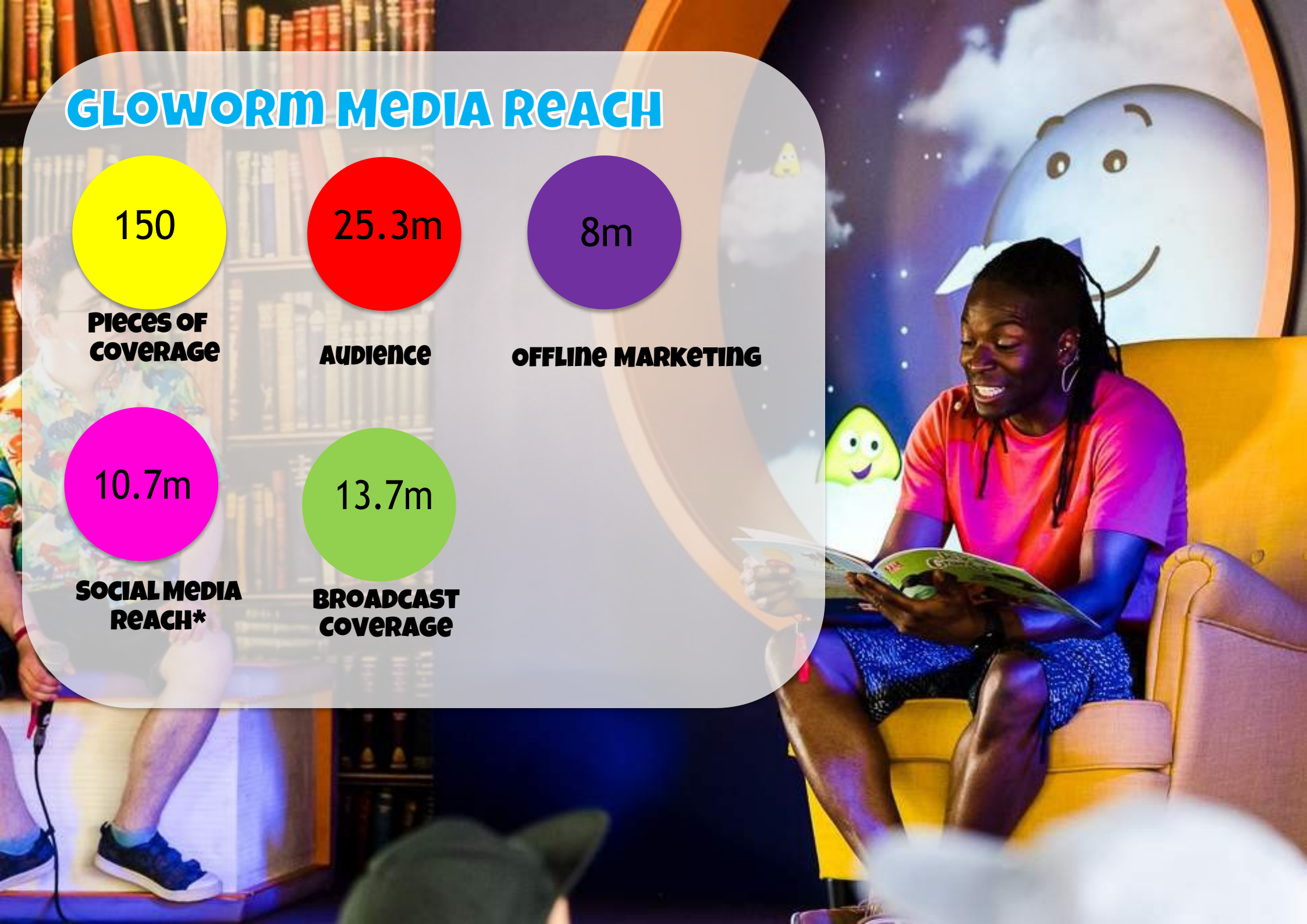
OFFLINE MARKETING

10.7m

**SOCIAL MEDIA
ReACH***

13.7m

**BROADCAST
COVERAGE**



SPONSORSHIP & EVENT OPPORTUNITIES

Sponsorship

- Headline Sponsor
- Zone Sponsorship
- Campsite Sponsorship
- Main Sponsorship

Event Opportunities

- Sampling
- Brand Activation
- Product Placement
- Exhibiting
- Popup Restaurants/ Bars



ADVERTISING OPPORTUNITIES

FULL PAGE ADVERT - £750 + VAT

5,000 ITEMS DISTRIBUTED ON ENTRY - £1,250 + VAT

30 SECOND ADVERT ON THE DIGITAL SCREEN - £1,000 + VAT

ADVERTISING PANEL ON THE EVENT FENCING - £500 + VAT



zones & AREAS

The Great Outdoors



Modern Farm
Climbing Wall
Handmade Theatre
Caving System

Shipwreck Cove



Giant Sand Pit
Mini Disco
Mermaid Lagoon
Mermaid Cove
Circus Skills

The Village Green



Forest School
Handmade Theatre
The Living Green area
Sherwood Outlaws
Inspire Reading

Tiny Tots



Tumble Tots
Little Learners
Baby Change
NCT

Meet & Greet



Fairground



The Hive

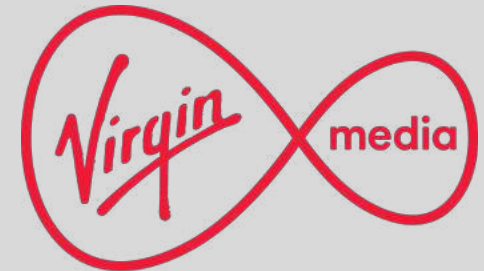


Create your own...



*2026 zones, activities and workshops may vary.

CURRENT & PREVIOUS PARTNERS



A large, illuminated sign spelling 'GLOWORM' in multi-colored letters (red, green, yellow, blue, purple) is the central focus. The sign is set against a dark night sky and is surrounded by festival lights and structures. A large, white, spherical object with a yellow ring is visible in the upper left corner. In the background, there are trees, flags, and other festival stalls, including one labeled 'CHIPS'. A white picket fence runs across the foreground in front of the sign.

GLOWORM

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