



playmobil Glowworm FESTIVAL

White
Post
Farm

playmobil

MONSTER
MORTGAGES

13TH - 15TH AUGUST 2027
THORESBY PARK - NOTTINGHAMSHIRE
WWW.GLOWORMFESTIVAL.CO.UK

SPONSORSHIP & MEDIA PACK

13-15 AUGUST 2027 • THORESBY PARK, NOTTINGHAMSHIRE

A three-day family festival built for play, discovery and memorable brand experiences.

PUT YOUR BRAND AT THE HEART the UKS Family focused festival



Gloworm Festival is a family-focused festival for children and adults, combining live music, workshops, theatre, character shows, circus and hands-on experiences.

For partners, that creates an environment where brands can meet families face-to-face, demonstrate products, sample, exhibit and build immersive activations.

20,000

ANNUAL ATTENDEES

75%

ABC1 CONSUMERS

£46K

AVG. HOUSEHOLD
INCOME

Family-centric • Creative • Inclusive • Playful • Community-minded

A FAMILY AUDIENCE WITH TIME TO ENGAGE

AUDIENCE SNAPSHOT

23%

AGED 0-3

32%

AGED 4-16

45%

AGED 17-65

Gloworm targets families and creates a relaxed setting where visitors can spend longer interacting with experiences than in many traditional advertising formats.

Commercial indicators

- Average daily spend: £60
- Largest individual spend cited: £65,000
- Largest lead-generation campaign cited: £48m



WHY BRANDS PARTNER WITH GLOWORM

FACE-TO-FACE

Create direct conversations with families in a relaxed festival environment.

EXPERIENTIAL

Build interactive activations around play, creativity, discovery and entertainment.

PRODUCT TRIAL

Use sampling, product placement and exhibiting to put products into people's hands.

FAMILY CONTEXT

Reach adults and children together, with experiences designed for shared participation.

Opportunities in the existing pack include sponsorship, sampling, brand activation, product placement, exhibiting and pop-up food & beverage.

GLOWORM MEDIA REACH



These figures are reproduced from the supplied 2026 media pack. For sponsor proposals, add the reporting period and source/methodology beside each metric.

PARTNERSHIP OPPORTUNITIES

HEADLINE SPONSOR

Festival-level association
High-visibility brand presence
Bespoke activation scope

ZONE SPONSORSHIP

Own a themed festival area
Contextual brand integration
On-site engagement

CAMPSITE SPONSORSHIP

Reach staying families
Extended dwell time
Useful service-led activations

MAIN SPONSORSHIP

Prominent festival presence
Integrated branding
Activation opportunities

Every major sponsorship can be built around a mix of brand activation, sampling, product placement and exhibiting.

BESPOKE PACKAGES AVAILABLE — CONTACT THE GLOWORM TEAM

ACTIVATION ENVIRONMENTS



Adventure Zone

Skateboarding • Climbing Wall
Drop Tower • Parkour
Olympic Trampolines & More



The Hive

Wrestling • Mini Disco
Actual Reality Arcade
Circus Skills • Happy's Circus
& More



Tiny Tots

Forest School • Theatre
Soft Play • Mini Play Village
Family Activity Providers
& More



Creative Play Zone

Colouring • Bracelet Making
Wrist Band Making • Sea
Creature Club
& More

Other zones include Into The Woods, Mythical Adventures, Great Outdoors, Big Top & The Beach



ADVERTISING Opportunities

FULL-PAGE ADVERT

£750 + VAT

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

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

EVENT FENCING ADVERTISING PANEL £500 + VAT

Advertising opportunities can sit alongside larger sponsorship and activation packages.

BRANDS IN THE FESTIVAL ENVIRONMENT



ORGANIX

Organix bought healthy snacking, creativity and family fun together at Gloworm Festival with the **Organix Big Picnic**. Families could relax and refuel with Organix snacks, enjoy creative activities and story time, and take part in hands-on food workshops designed to encourage little ones to explore fruit and vegetables in a fun and engaging way. Previous activations have also featured **The Gruffalo**, including themed activities, sing-alongs and family experiences.

The activation gave Organix a natural way to engage directly with parents and children through product sampling, play and positive food experiences.



Playmobil

As a key sponsor of Gloworm Festival, Playmobil brings imaginative, hands-on play directly to families. Their dedicated space is filled with Playmobil toys and new sets, giving children and parents the opportunity to explore, create stories and play together.

Playmobil also take the experience to the **Main Stage with the Playmobil Rave**, combining music, dancing and family entertainment. Playmobil have been involved with Gloworm for eight years as of the 2026 festival and demonstrates how experiential activation can create genuine connections between the brand, children and their parents through the shared power of play.

CURRENT & PREVIOUS PARTNERS



A track record of working with major family, retail, entertainment, travel, automotive, food and media brands.

LET'S CREATE SOMETHING FAMILIES REMEMBER

From sponsorship and zone ownership to sampling, exhibiting and bespoke brand activations.

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