Dartmoor Outdoor Festival

The Dartmoor Outdoor Festival is a celebration of Dartmoor, it's community, rich nature and amazing recreation experiences.

All done working with local stakeholders, landowners to help keep this incredible landscape, incredible for generations to come.

VISIT PRINCETOWN

Explore@dartmooroutdoorfestival.co.uk | 07345 190595

Dartmoor Outdoor Festival

Why sponsor the Dartmoor Outdoor Festival?

The festival is grass roots being built from the prior base of the Dartmoor Walking Festival which run from 2015 until 2024 when it was made into the now Dartmoor Outdoor Festival.

6.7k followers

750 followers

Social media Presence

Average per month: 54,000 reach

Total reach 870,000 leading up to 2025 festival

Website views

Average monthly website views: 10,000

Average monthly website visitors: 2,300

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Age range

75% of participants age 45+

Our core audience from the Walking Festival being 55+ and we are still in the transition years from the walking Festival to the Outdoor Festival.

Long Term

We are committed to building long-term relationships with our Headline Sponsors, extending beyond the festival weekend itself. Our aim is to create a partnership that delivers value throughout the year, ensuring mutual benefit, sustained visibility, and meaningful collaboration.

Geographic area

95% South West Participants

4% UK Participants

1% International Participants

The first two weeks of ticket going live
2025 vs 2026

Number of participants **increase by 136%**

Website visitors **increased by 213%**

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Sponsorship Packages

Packages	Bronze £250	Silver £500	Gold £1,000
Inclusion on Sponsor Page	Yes	Yes	Yes
Social media presence	Yes	Yes	Yes
Logo included in printed programme	Yes	Yes	Yes
Write up included on sponsorship page		Yes	Yes
Newsletter inclusion		Yes	Yes
Branding placements around market square		Yes	Yes
Space in the market square included			Yes
Multiple posts on social media presence			Yes
Sponsored an event An event that aligns with your brand being named after your business			Yes

If you have specific needs to sponsor and would like to discuss these with us please get in contact

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Other Opportunities

Small Sponsor

- Are you a small business, community group, or organisation within Dartmoor National Park looking to benefit from the festival? We're passionate about supporting local businesses and helping you reach a wider audience.
- Get in touch to explore how we can promote your business through our active social media channels and email marketing. Small sponsors will also receive discounted rates to join us in the Market Square during the festival.

Event Sponsorship

- Interested in sponsoring a specific event that aligns with your business values and ethos?
- Individual event sponsorship opportunities are available, typically ranging from £50–£200, depending on the event. This is a great way to directly support an activity that reflects your brand and community focus.

If you are interested in being involved with the festival please do get in contact with Richard below.

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Headline Sponsor Package

Becoming a Headline Sponsor of the festival will position your brand at the very forefront of the event, with premium visibility and meaningful engagement opportunities.

Alongside all the benefits included in our Gold Package, the Headline Sponsor will receive the following additional features:

Media & Publicity

- Inclusion in a dedicated TV media day in the lead-up to the festival. Working alongside local marketing and tourism organisations, we will invite regional television for a full day of interviews and coverage. As Headline Sponsor, you will be invited to attend and participate, maximising publicity and brand exposure.

Main Stage Sponsorship

- Main Stage Takeover
  As Headline Sponsor, your brand will headline and sponsor the main stage, ensuring strong on-site visibility and association with key festival moments.

Marketing & Digital Presence

- Dedicated social media posts and paid advertising campaign focused on the partnership, aligned with your marketing objectives and campaign goals.
- Prime homepage placement on the festival website, clearly identifying you as our Headline Partner.

Headline sponsorship
£4,000 - £5,000

Get in contact with Richard to discuss your requirements.

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