

THE RIVERFRONT PRESENTS | GLAN-YR-AFRON CYFLWYNO

BIG SPLASH SBLASH MAWR

July 19 & 20 Gorffennaf

Newport | Casnewydd

**WALES' LARGEST FREE
OUTDOOR ARTS FESTIVAL**





About Us

The Big Splash festival is an annual event organised by The Riverfront Theatre and Arts Centre, drawing thousands to the city. Recognised as **the largest free outdoor arts festival in Wales**, Big Splash features live music, street theatre, dance performances, workshops, craft and activities for all the family.

Wales' Largest Free Outdoor Arts Festival

All free of charge, the two-day event is the perfect family experience, recommended for all ages. Described as “a slice of Covent Garden in Newport”, the streets of Newport will turn into a giant outdoor stage.

The Riverfront Theatre & Arts Centre is at the heart of the arts and entertainment scene in Newport. Our aim is to bring as many people as possible of all ages into contact with arts and creativity through our jam-packed programme.



Our Mission



The Big Splash festival continues to be a **key event in the outdoor arts sector** in South Wales, providing art lovers, families, residents and visitors with an opportunity to interact and engage with a wealth of **artistic talent in the heart of our city**.

Since 2010, The Riverfront Theatre and Arts Centre has successfully delivered the Big Splash festival in collaboration with partners across the city. The event grows annually and is a **lynchpin in the outdoor arts calendar for Wales** and further afield, an important date for the sector.

We aim to provide the communities of Newport and the areas that surround us with free arts activities, performances, dance, spoken word and more. Supporting positive mental and physical wellbeing as well as a positive impact on the local economy.

What We Do

Uniting people to experience, engage and celebrate creative arts.

The festival is the largest of it's kind in Wales and has a huge impact on local economy, well-being and civic pride.



370,000

Newport Live website views a year



An engaged email database of

19,000



A social media reach of

60,000

on Facebook, Twitter and Instagram



Attracting over

25,000

people from South Wales and South West England



Opportunities

We have a wide range of sponsorship opportunities for businesses wanting to get involved and support the festival.

Packages can be tailored to meet budgets and objectives.

Branding

- Name and logo on all public material including press releases, Newport Live website, social media, email campaigns, digital screens, staff t-shirts and print.
- Three weeks ad on Newport Live venue digital screens.
- Personalised advertising in Friars Walk.
- Name and logo on outdoor flags and bunting
- Advert in weekly newsletter to 18,000

Big Splash Breakfast

- Sponsor the Big Splash Breakfast. Welcoming an important group of individuals for the festival launch with welcome drinks and breakfast bites.

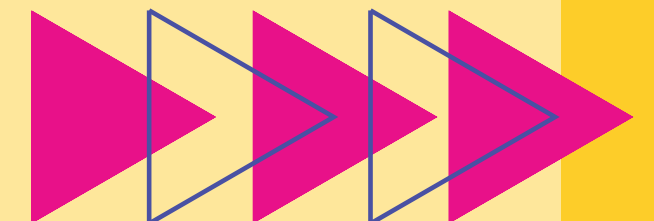
Sponsor a Zone

Sponsor a zone - includes branding and activations:

- Community Stage - Support local performers and community groups.
- Quiet Place - A relaxed environment for people who need some quiet time and/or are feeling overwhelmed.
- Studio Dock - The place to discover local musicians.

Additional Opportunities

- Welcome goodie bags
- Photo frames
- Activity Book
- Inclusion in Pantomime activity



2024 HIGHLIGHTS



Newport Live

Is a charitable trust dedicated to promoting the health and wellbeing of individuals in Newport and beyond through cultural activities, sports and leisure. Our aim is to inspire people to lead happier and healthier lives.

Our facilities include The Riverfront Theatre, multiple gyms, swimming pools, a tennis centre, and various other sporting amenities, including the Geraint Thomas National Velodrome of Wales.

We are committed to delivering top-notch cultural events and programmes in Newport and surrounding areas. We actively engage with schools, families, and community groups to ensure wide participation.

As a not-for-profit charitable trust, we reinvest the funds we generate back into our services and facilities. This enables us to continuously inspire people to lead happier and healthier lives.





Want to sponsor the Big Splash Festival 2025?

Reach out to our team to see how you can get involved in Wales' largest outdoor free arts festival. Packages can be tailored to meet budgets and objectives.

CONTACT

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