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## Infographic: Festival Funding

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# FESTIVAL FUNDING

*Definition:* A festival is a type of event, celebratory in nature, open to the public, commercial or not-for-profit, hosted indoors or outdoors and of any duration. For example, arts and cultural festivals.

*Generating revenue* for festivals can include:

## SELLING TICKETS

Festivals can be not-for-profit or commercial. Therefore, festivals can be free or tickets sold in advance and/or general admission.



## SELLING SPONSORSHIP

Cash sponsorship can be secured from businesses and organisations.



## PUBLIC FUNDING/GRANTS

For example, applications for funding from city councils, local authorities, tourism authorities, arts councils etc.



## VENDORS/CONCESSIONS

Selling space at festivals to, for example, food and drink vendors.



## OTHER INCOME/REVENUE IDEAS INCLUDE:

- Selling merchandise
- Selling advertising space
- Selling VIP services.



**SEIK**

SUSTAINABLE EVENT INDUSTRY KNOWLEDGE