

ASSOCIATION OF INDEPENDENT FESTIVALS
(AIF)

FRIEND OF AIF OVERVIEW



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Founded by Rob Da Bank (Bestival / Radio One) and his long term-manager Ben Turner (Graphite Media) in 2008, **The Association of Independent Festivals (AIF)** is a non-profit trade association created to represent and empower independent festivals. The key aim is to help the businesses of our individual members, and the overall needs of the independent festival sector.

Our Friends of AIF scheme directly connects trusted suppliers and companies to AIF members- over 50 of the most successful and creative independent festivals in the UK including Bestival, Isle of Wight, Secret Garden Party and Cornbury Festival.

This scheme offers companies the opportunity to enhance their knowledge and do business directly with our members in various ways, from networking events to direct member mail-outs and access to online resources. Friend of AIF membership is a yearly rolling subscription.

TESTIMONIALS:

"We find the opportunity to communicate with members and build relationships through attending AIF organised events helps us to get to know the organisers and their festivals. This helps our understanding which enables us to provide a much better service and ultimately more competitive premiums, saving AIF members money". –Music Insurance Brokers

"Mojo Barriers are proud to be a Friend of AIF – it is a great organisation helping suppliers keep abreast of industry news and developments, meet key contacts of new emerging festivals as well as a useful platform to showcase our services to key decision makers." – Mojo Barriers

Overview of key membership benefits:



FRIEND OF AIF BENEFITS

Send two emails per year directly to our member festivals channeled through AIF

Recommended first to festival members enquiring about new suppliers

Friend of AIF logo to be used as a stamp of approval for recommended and trusted quality

Discounted rates to attend all AIF events

One free Festival Congress delegate pass per company plus exclusive access to exhibitor and advertiser discount rates

3 x B2B networking opportunities:

- The Great Escape
- Festival Congress
- Speed networking event before the AIF Christmas party

Music Cities Convention discount 15% off

The Great Escape delegate pass discount

Event Production Show exhibitor discount 15% off

Showman's Show advertising discount 15% off and opportunity for free banner ad on e-news campaign

Access to members section of the website including all AIF resources

A page on the AIF website to advertise your company

Ongoing banner advert rotating on the homepage of the AIF website

One full page advert in the yearly Friends of AIF brochure distributed to festival members

Spotlight focus and news opportunities in the fortnightly AIF newsletter (please note this does not go out during the festival season)

Tweet about your company joining AIF from the official AIF account

Exclusive and early access to sponsorship opportunities for AIF events

Other industry event discounts

10% off membership fee for Friend referrals

ESTIMATED SAVINGS OF OVER £1500

TOTAL MEMBERSHIP COST

COMPANIES £1000+VAT

***THIS IS A PACKAGE DEAL AND NO BENEFITS ARE SOLD SEPERATELY**

ELIGIBILITY REQUIREMENTS:

- Only three companies per supplier category are eligible to be Friends of AIF at a time.
- Businesses and suppliers that aren't associated or owned by companies that hold more than 5% of the global market share of the live music industry and the business is not 50% or more owned by an entity who holds 5% or more.
- Subject to member approval.

APPLICATION PROCESS:

1. Fill out the online application form here- <http://aiforg.com/membership/join-as-a-friend>
2. Your application will get circulated to the festival members for approval.
3. Member approval takes up to three days and then you are issued your membership invoice.
4. Once payment has cleared, your membership is activated and you are notified by email.