



Cidre May Festival

Drinks Company:

Normandie

Rights Holder Partner:

Local Authority

Brand:

Cidre de Normandie

Type of Event:

Provision of cider-tent and uniform sponsorship

Main Activity:

free water, food sampling, cider sampling, 'don't drink and drive' posters.



Overview:

Family event attracting c50,000 people of all ages. Sponsorship of 'May Morris Men' and provision of a 'Normandie Cidre' tent

Recognisable Commitment Objectives:

- Remind event-goers this is a family event and to think about their alcohol consumption
- Free water available
- Unit-branded glassware available with tokens

Brief Description:

- Normandie Cidre Tent was restricted access to over-18s only
- Challenge 25 posters visible in the tent
- Free-water made available at the end of each bar
- Children's area was located at opposite end of event to drinking areas
- 'Don't drink and drive' posters visible throughout site



* Cidre de Normandie is a fictional brand used for illustrative purposes only.