



Bear Grylls
PRESENTS

**GONE
WILD
FESTIVAL**



Bear Grylls, the world's most recognisable face of survival and outdoor adventure presents the ultimate family festival of fun and adventure.

Gone Wild takes place from 26th – 29th August, 2021 at the historic Powderham Castle in Devon.



GOOD TIMES IN THE GREAT OUTDOORS

A background image of Bear Grylls rappelling down a dark, craggy rock face. He is wearing a dark shirt, light-colored pants, and a watch. The scene is dimly lit, with some green foliage visible on the right side.

BEAR GRYLLS

“In today’s world, the importance of exercise, togetherness and mental health is so important. The benefits of exercise and the outdoors are well-known, in particular to help challenge the issues of obesity and mental health. Gone Wild will encourage people to get up early, be active and try new things. We want people to get out of their comfort zone and experience something new, together. But above everything else, the most important thing is that people have fun. That is why we are booking the best bands, comedians and speakers to create the world’s most adventurous festival”.

CLICK TO WATCH THE VIDEO...



GOOD TIMES IN THE GREAT OUTDOORS

OVERVIEW



EVENT VALUES...

- **Fun:** Having fun, is without doubt the most important thing right now. Gone Wild is about people having fun and creating new experiences.
- **Adventure:** We want people to get out of their comfort zone and try something new, together. Most activities will be done in groups, which will encourage people to talk and make new bonds. Festival-goers will be able to share those experiences in the evening over drinks, food and music.
- **Physical activity:** Exercise has been proven to help challenge obesity and mental health. Gone Wild will strongly encourage people to get up early and be adventurous. We want Gone Wild to inspire people to be more active once they're home.
- **Friendship:** In today's busy world, friends spend less time doing things together and Gone Wild wants to change this. The event will cater for all ages.



GET WILD...

- Gone Wild is a family friendly festival appealing to all ages.
- By day check out the many adventure activities on offer or hear from some of the most renowned speakers in outdoor adventure.
- By night party with some of the most recognisable bands, DJ's and comedians while tasting the amazing food and drink on offer.



GONE WILD FESTIVAL

GOOD TIMES IN THE GREAT OUTDOORS
POWDERHAM CASTLE, DEVON
26-29 AUGUST 2021

A FAMILY FESTIVAL OF ADVENTURE AND MUSIC BROUGHT TO YOU BY
BEAR GRYLLS & RMA - THE ROYAL MARINES CHARITY

FRIDAY	SATURDAY
RAZORLIGHT	KAISER CHIEFS
SUNDAY	
MINISTRY OF SOUND CLASSICAL	

ADVENTURE ACTIVITIES ALL WEEKEND

WWW.GONEWILDFESTIVAL.COM

THE VENUE

POWDERHAM CASTLE, EXETER, DEVON

- Powderham Castle and estate is nestled on the banks of the River Exe Estuary in Devon and lies 6 miles south of Exeter.
- Gone Wild attendee's will be able to enjoy the lakes, hills, forests and the estuary for a range of activities
- Powderham has hosted numerous large scale 40,000 capacity shows including Radio 1's Big Weekend.
- The large cities of Bristol, Plymouth, Bath, Bournemouth, Cardiff, Taunton all within 2 hours and will be targeted in our localized marketing campaign.



TALENT & ACTIVITIES...

- Kaiser Chiefs, Ministry of Sound Classical, Razorlight and many more high profile bands and DJ's.
- Bear Grylls and other high profile key note speakers from the world of adventure such as Jason Fox, Ross Edgeley, Steve Backshall and many more.
- Bushcraft. Fire lighting, water filtration, shelter building, wild cooking, trap laying, foraging.
- Active. Outdoor fitness, adventure obstacle course, kids mile, orienteering, Yoga.
- Water. Raft building, wild swimming, sailing, stand up paddle board, Jet Ski, wake boarding and power boating.
- Adrenaline. Free fall sky dive, bungee jump, zip line, quad bike, para motor, Abseiling



TYPICAL DAY...

- Campfire breakfast in a stunning wilderness location.
- Kick start the day with a fun fitness session.
- Go exploring in a kayak on the Exe Estuary or tackle our adventure obstacle course. Learn how to light fires or build a shelter. If you have a need for speed, how about jet skiing or powerboating?
- For lunch enjoy a group cooking lesson or eat from the great food selection on offer.
- In the afternoon turn up the adrenaline levels with quad biking, zorbing or try out the zip line. Maybe test your hunting skills with archery and axe throwing.
- Relax with a cold drink and a swim in the lake, before an amazing dinner with friends old and new.
- Dance to great music, laugh in the comedy tent and share your stories by the campfire.
- Recharge, ready for the next day!



FOOD & DRINK

As well as all the activities and entertainment on offer, festival goers will be able to feast on the wide range of delectable street food and local produce on offer.

To accompany the food there will be a broad range of drinks from one of our many bars on site, including great craft beer and local ales, gin, cocktails and a great variety of wines.



CHARITY...

Gone Wild is proud to be partnering and supporting the Royal Marines Charity.

The RMA exists To provide the best possible through life charitable support for Royal Marines, their families, veterans and cadets.

theroyalmarinescharity.org.uk/



THE
**ROYAL
MARINES**
CHARITY



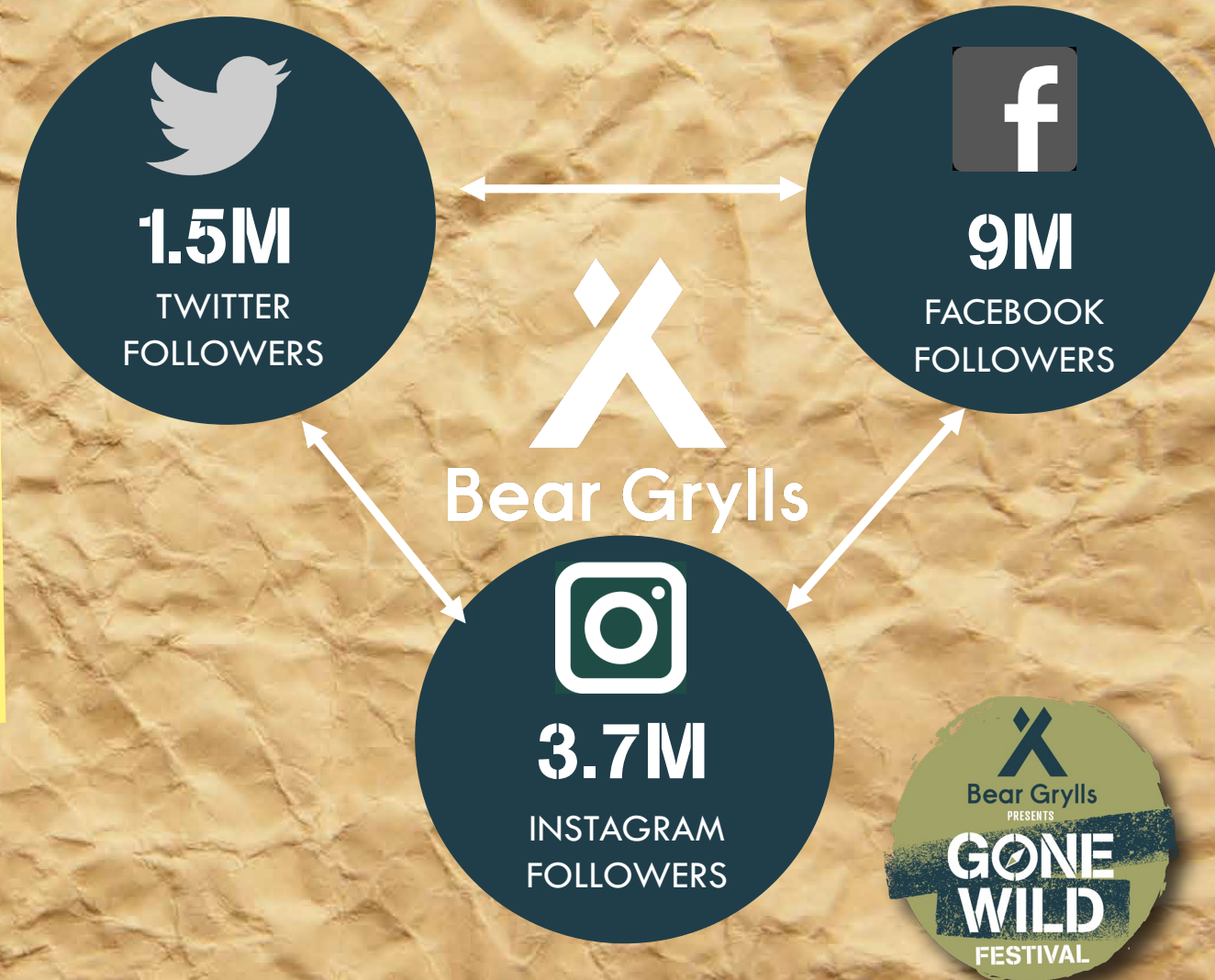
MARKETING



MARKETING

Gone Wild will utilise Bear Grylls social and digital platforms along with a national PR and paid digital media campaign. This will include media partnerships across print, digital and radio.

We will also utilise our artists and speakers channels to drive additional awareness and media to our target market.

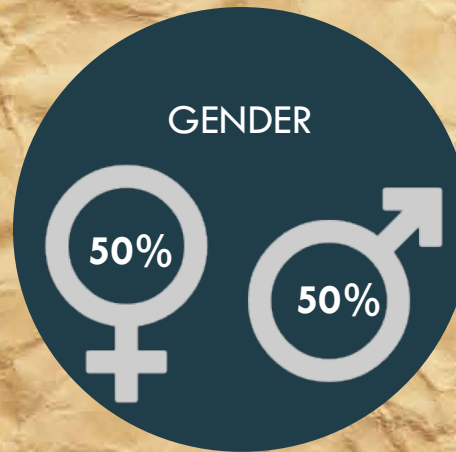
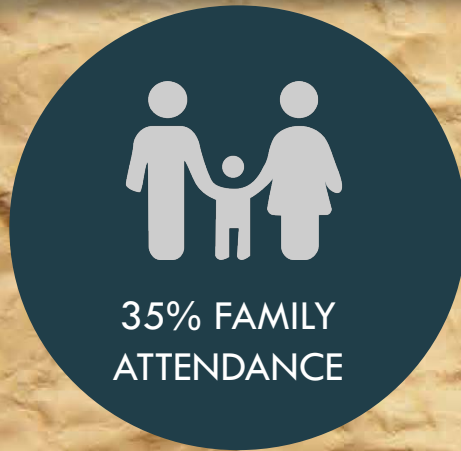


AUDIENCE



AUDIENCE...

Through targeted marketing Gone Wild will be targeting 2 key core demographic groups:

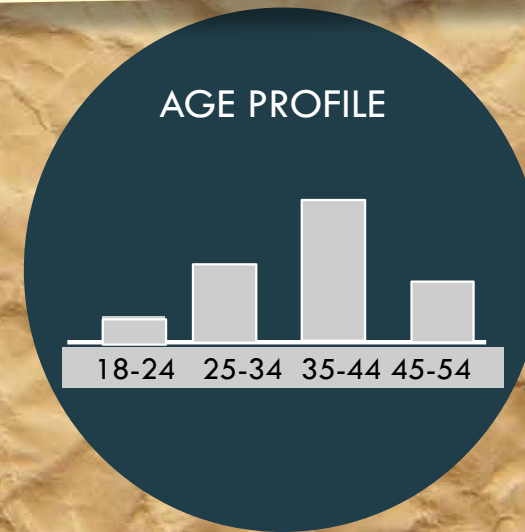


Family Adventurers

- Comfortably off families, culturally active, busy with a wide range of leisure interests.
- Children range in ages, and include young people still living at home

Experience Seekers

- Highly active, diverse, social and ambitious couples and families.
- Health & fitness and experiences are at the heart of their social lives. High disposable income to spend on leisure activities like sports, music, bars and restaurants.
- Digitally savvy, they will share experiences through social media on their smartphones.



PARTNERSHIPS



PARTNERSHIPS...

Gone Wild is looking to work with brands and partners who share our spirit of adventure and passion for experiences.

Our experienced team have a proven track record of delivering successful partnership campaigns with award-winning festival, event and entertainment properties.

A collaborative approach ensures that partners connect with the audience in a meaningful way, adding value to the festival-goer experience while delivering brand objectives and KPI's, resulting in successful partnerships



PARTNERSHIPS...

Our partners benefit from a broad array of rights and benefits including IP & marketing, content and programming, turn-key hospitality, bespoke production, product sampling, retail rights, endorsements and much more.

Our unique approach makes each partner feel like part of the fabric of the festival by utilising multiple touch points and enabling a quality dialogue with the audience.

Over 74% of consumers admit engaging with brands that create memorable moments makes them much more likely to buy their product



GET IN TOUCH...

Get in touch to understand what a partnership with Gone Wild could look like:

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