



29th July – 1st August 2021

BRAND PARTNERSHIP OVERVIEW





Kendal Calling is one of the most sought after festival tickets in the UK.

Sold out year-after-year, this independent, internationally renowned and multi award-winning festival is frequently described as *“the Glastonbury of the North ”*.

Live for 4 days, and welcoming over 40,000 attendees per day, the festival offers partners the opportunity to connect with festival goers in an emotive and meaningful way, with unforgettable experiences and positive connections.



FROM THE **FIELDS**





Kendal Calling prides itself on its welcoming atmosphere and intimate feel, which is cherished by the audience and artists alike.

2021 will be the 15th anniversary of Kendal Calling and the biggest festival to date, hosting internationally recognised artists alongside up-and-coming talent.

Working with our in-house team of experts, Kendal Calling offers brands the perfect opportunity to align with a world renowned cultural event and a highly engaged audience, while amplifying and extending their reach before, during and post event.



FROM THE **FIELDS**





THE MUSIC







Kendal Calling has welcomed some of the biggest names in music while supporting diverse and emerging artists across its 15 live stages.

From international household rock and indie, hip hop and RnB mainstays, emerging local and regional artists, legends from across the decades and cutting edge DJ's; we work with every artist to create unique live performances as well as acquiring rights for streaming sets live and on-demand.

Kendal Calling is committed to the PRS Keychange Pledge for Gender Equality through its line-up and has been progressive in its booking policy to level up opportunities for BAME performers.

FROM THE **FIELDS**





KENDAL CALLING

30 JUL - 2 AUG 2020 LOWTHER DEER PARK
THE BEAUTIFUL LAKE DISTRICT

FRIDAY 31 JUL

SUPERGRASS • CRAIG DAVID PRESENTS TS5
DMA'S • JUNGLE (DJ SET) • SHAGGY • THE MAGIC GANG

DUB PHIZIX & STRATEGY • REEF • THE MURDER CAPITAL • JAGUAR SKILLS • THE REYTONS
HONEYBOOD • PUILED APART BY HORSES • HEATHER SMALL • PHEOBIE GREEN • JAMES HOLT
DIRTY LACES • SIAMBORE • MASSIVE WAGONS • NOVA TWINS • BLACK FUTURES • FREAR DJ SET
MR WILSON'S SECOND LINERS • THE SHE STREET BAND • DELGRAVE • SPRINGFIELD & MANY MORE

SATURDAY 01 AUG

STEREOPHONICS • BLOSSOMS
JOHNNY MARR • ANDY C • PAIE WAVES • THE ZUTONS

EASY LIFE • SISTER SLEDGE • ELVANA • NORTH BASE • FLAVA D • LEVELZ • THE ACADEMIC
THE K'S • DUB PISTOLS • PIGS PIGS PIGS PIGS PIGS PIGS • THE ITHUMS • EMILY BURNS
MR MOTIVATOR • TOM MCGUIRE & THE BRASSHOES • ELYSSE MASON • THE ILLICITS • TOM PIPER
CHURCH OF THE COSMIC SKUL • WARGASM • HANDS OFF GRETEL • FLYNT • PAINT & MANY MORE

SUNDAY 02 AUG

FOALS • THE KOOKS
YOU ME AT SIX • HANNAH WANTS • 808 STATE • BILL BAILEY

SCOUTING FOR GIRLS • JADE BIRD • DJ YODA: HISTORY OF GAMING • IURAN HIBBERD • THE HARA
JAGUAR • EMERALD • MARKA HACKMAN • THE LANCASHIRE HOTPOTS • AARON SMITH • IINES
HACKTIVIST • EVIL SCARECROW • NOSEBEED • RETRO VIDEO CLUB • BANDADOCKE • BARRSOKO
SKINNY LISTER • SONIC BOOM SIX • BRAND NEW FRIEND • FROWIES • NOVABOOD & MANY MORE

THURSDAY 30 JUL - ADDITIONAL TICKET REQUIRED

PRIMAL SCREAM • DIZZEE RASCAL
SUNDARA KARMA • CRAIG CHARLES

THE LOTTERY WINNERS • HOWING RHYTHM & MORE

MULTI AWARD WINNING FESTIVAL - 4 DAYS - 15 STAGES
DRIVE-IN CINEMA • VICTORIAN FUNFAIR • COMEDY • AWARD-WINNING REAL ALE FESTIVAL
FEASTING HALL • XTRA MILE TAKEOVER CO-OWNED BY FRANK TURNER AND THE RETURN OF ISST EDEN
KENDAL CALLING GOES TO THE ARCADE: RETRO GAMES ARENA • HUMAN TABLE FOOTBALL & MUCH MORE

EARLY BIRD TICKETS SOLD OUT **SECOND RELEASE SOLD OUT** **THIRD RELEASE ON SALE NOW!**

KENDALCALLING.CO.UK • SEE YOU IN THE FIELDS!

BE A DEER LEAVE NO TRACE

KENDAL CALLING

25-28 JULY 2019 LOWTHER DEER PARK
THE BEAUTIFUL LAKE DISTRICT

COURTEENERS • DOVES
NIE RODGERS & CHIC
MANIC STREET PREACHERS
ORBITAL* • YEARS & YEARS

PLUS VERY SPECIAL GUEST TOM JONES

RIVAL SONS • GERRY CINNAMON • MILES KANE • GOMEZ*
THE FRATELLIS • IDLES • KT TUNSTALL • DERMOT KENNEDY
MYSTERY JETS • SIOWTHAI • BADLY DRAWN BOY • MAHAHA
THE SUBWAYS • NINA NESBITT + MORE TO COME!

THE JOY FORMIDABLE / DREAM WIFE / THE BIG MOON / THE RIFES / BLOOD RED SHOES / SEA GIRLS*
BEANS ON TOAST / KYE FALCONER / TEN TONNES / ARKELLS / CASSIA / SPORTS TEAM / EASY LIFE
THE SHUTS / THE PEARL HARTS / RASCALTON / ZUZU / SOPHIE & THE GIANTS / ONLY THE POETS
AVERAGE JOE / THE NORTHERN THREADS / INDIGO YOUTH / CELESTIAL NORTH / THE POSTCARD BAND

MARBOU STATE (DJ) / LEFTFIELD (DJ)
JAX JONES (DJ) / HIGH CONTRAST (DJ)

CHRIS LORENZO / DAMNY HOWARD / DANKZY / KRYSYAL KEAR / MEL / PAUL WOOLFORD
BARLEY BEAL / CINTHIE / JUNGLE WARRIORS / MONKI / WAZE & ODDYSEY
ELLIE COCKS / HARRIET JAXXON / JAY CARDER / TRUDY KNIGHT

GOLDIE BOKIN' CHAIN • FIETMAC WOOD • THE SAMBA STONES • THE CUBAN BROTHERS*

BANDS F.C HOUSE PARTY TAKEOVER! NICK BRIGHT (DJ) / THE LIKE POETS / BAND OF HOPE / DEIGHTS / THE K'S / GINT BOON (DJ)
DAVE HASIM / TRISHED TV / ELZA & THE BEAR / YOUNG / THE 99 DEGREE / HOWING RHYTHM / VULTURE AUTHORITY / DIRTY LACES
SCOUTERS / THE PAGANS S.O.M. / THOMAS TURGOOSE (DJ) / FEN BOS DISCO WORKOUT CLASSICS / TIM PEAKS BELLA UNION RECORDS TAKEOVER
TIM PEAKS FM WITH CHRIS HAWKINS / TIM BURGESS (DJ) / COBAIN JONES / OUR GIRL / THE SILVER FIELD / SHARDS / KEEL HER
ROXY GIRLS / MARBLMOON / MARK RODRIGUE'S LINE / KEELY FORSYTH / IINES / THE NORTH BY SOUTH / THE TWO SHOT PODCAST
BECKY'S CHOIR / PABE'S PAINTINGS / FRANKIE FRANCIS' AMAZING RADIO SHOW / TINY TIM PEAKS WITH ALEX WINTERS. VERY SPECIAL GUESTS
KOD & THE ZONDO BRIGADE / BROKEN BRASS / URBAN FOLK QUARTET / TROPICAL TEA PARTY FT HIPPO SOUND SYSTEM & GUESTS
THE ALEXEROES / MC XANDER / THE HERMPOLES / MUNTO VALDO / STOMPS' PSYKORIND / SHAZZACK / KADJIA KAYARA / BENV 2.0
TETES DE POIS / COCO & THE BUTTERFIELDS / LYDIAN COLLECTIVE / ANNIE MCQUICKIE / BINBAG WISDOM / BARRY POSTTETHWATE

MUCH, MUCH MORE TO BE ANNOUNCED! **OVER 15** **COMEDY** **CINEMA** **REAL ALE** **OSPERKE DISCO VODA**

SEE YOU IN THE FIELDS! *ARTISTS MARKED WITH AN ASTERISK ARE PLAYING THURSDAY, THURSDAY TICKET SOLD SEPARATELY

KENDAL CALLING

26-29 JULY 2018 LOWTHER DEER PARK
IN THE BEAUTIFUL LAKE DISTRICT

FRIDAY **SATURDAY** **SUNDAY**

CATFISH AND THE BOTTLEMEN **THE RUN DMC** **THE LIBERTINES**

HAÇIENDA CLASSICAL **THURSDAY NIGHT HEADLINER**

OCEAN COLOUR SCENE • JAMES • SHED SEVEN
THE WAILERS • THE SHERLOCKS • WHITE LIES

PETER HOOK & THE LIGHT • FUN LOVIN' CRIMINALS • DECLAN MCKENNA
THE SLOW READERS CLUB • THE AMAZONS • LUCY SPRAGGAN • TOM GRENNAN
DUB PISTOLS • MARMOZETS • PALE WAVES • THE LANCASHIRE HOTPOTS
HOLLIE COOK • BLACK HONEY • KING NO-ONE • SAM FENDER • PINS • YONAKA • ANTEROS
MARSICANS • LOW ISLAND • JORDAN ALLEN • THE ORIELLES • PLASTIC MERMAIDS
BANG BANG ROMEO • ROSBOROUGH • PARADISIA • WHEN YOU'YOUNG • PARIAS • CRUEL WORLD
THE LUCID DREAM • WOLFPEAKE • LATE NIGHT LEGACY • SERENE • MOLLY WARBURTON

BASEMENT JAXX (DJ SET) / GORGON CITY (DJ SET)
GRANDMASTER FLASH (DJ SET) / MISTAJAM
IDRIS ELBA / HOSPITALITY TAKEOVER **FULL LINEUP TEAM!**

HORSE MEAT DISCO / SUPER HANS / WOOKIE / GOTSOME / DEADBEAT UK / COUSN
DJ FORMAT & ABDOMINAL • KITTY, DAISY & LEWIS • ELVANA • THE BEAT-SIE BOYS
LONDON ASTROBEAT ORCHESTRA PERFORM TALKING HEADS

ANIMANZ • GRINNY GRANDAD • JONGAN KAVLAKOGLU • KIRIKI CLUB • SAMSARA
LOST TUESDAY SOCIETY • SNAZZBACK • SOUL GRENADES • FRIENDLY FIRE • WRONGTOM
TIM BURGESS (DJ SET) • THE CORAL (DJ SET) • TONY WALSH • THE WALTONES • TWISTED WHEEL
NICO MIRALLEGRO (DJ SET) • LOST HORIZONS • THE TWO SHOT PODCAST LIVE • FLEX!
TINY TIM PEAKS WITH CBEEBIES FAVOURITE ALEX WINTERS • BMX BANDITS • THE CLONE ROSES
BIS • KIEREN WEBSTER (DJ SET) • CLINT BOON • DAVE HASLAM • DENISE JOHNSON
THOMAS TURGOOSE & ANDREW ELLIS • FAT OPS • RIDING THE LOW • THE HIGH

OVER 15 **COMEDY** **CINEMA** **REAL ALE**

MUSIC PACKED STAGES **IN THE SOAPBOX** **FROM DUSK 'TIL DAWN** **OVER 60 TASTY BREWS**

*ARTISTS MARKED WITH AN ASTERISK ARE PLAYING THURSDAY, THURSDAY TICKET PURCHASED.

FROM THE FIELDS






ARTS & CULTURE







Arts and Culture programming is of equal importance at Kendal Calling.

Lost Eden is an immersive, woodland arena of unearthly delights. By day, a mixture of stages and watering holes dotted among the trees keep a bounty of music flowing throughout the afternoon. By night, the area transforms into a cornucopia of curiosity.

Intriguing installations, light art and walkabout performances form a trail brimming with unique interactions. Elsewhere across the site, largescale sculptures abound, and the Saturday afternoon carnival parade is an unmissable experience for kids and adults alike.

FROM THE **FIELDS**






KIDS CALLING







Families make up 20% of the total audience at Kendal Calling, with over 2,500 under 11's on site, so we know how important it is to cater for everyone.

We have an abundance of family-friendly entertainment for those mini Kendal Callers. Expect a range of age-appropriate activities, including musical and theatre programming, gaming, cookery, craft workshops, circus skills, story-telling, music, theatre and much more.

Kids Calling is also a welcoming area for under 3's, where little ones can enjoy soft play and parents can take some time out from all the hustle and bustle of the festival, shaded by lovely tipis.

FROM THE **FIELDS**






COMEDY & CABARET







The Soapbox stage is bursting at the seams with a belly full of laughs and fun featuring comedy, spoken word, cabaret and talks. Previous years have hosted Musical Bingo, the Last Man Standing game show and twerk-tastic and latin dance classes too. So, grab your sense of humour and come on down!

Previous Soapbox headliners have included *Jason Manford*, *Josh Widdecombe*, *Mark Watson*, *Reginald D Hunter*, *Justin Moorhouse*.


FROM THE **FIELDS**





FOOD, DRINK & HOSPITALITY






One of the things we're most proud of at Kendal Calling is our outstanding variety of mouth-watering food and drink.

This isn't the 90's anymore, where the only festival food available is sloppy noodles or chips. We've got the best quality British favourites, alongside Creole, Mexican, Tibetan and Indian cuisines, and many more!

Our diverse array of draught beers, ales, smoothies, cocktail bars and wine mean every taste is catered for.

FROM THE **FIELDS**





The Deer Lodge is Kendal Calling's premium camping experience and welcomes over 4,000 residents each year.

Offering a wealth of options including bell tents, yurts and premium lodges in variety of sizes, with premium showers, toilets, lighting, residents bar & café, phone charging and much more.

The Deer Lodge is a fantastic way to experience bluedot as a group, and is ideal for corporate hospitality and VIP guests.

FROM THE **FIELDS**





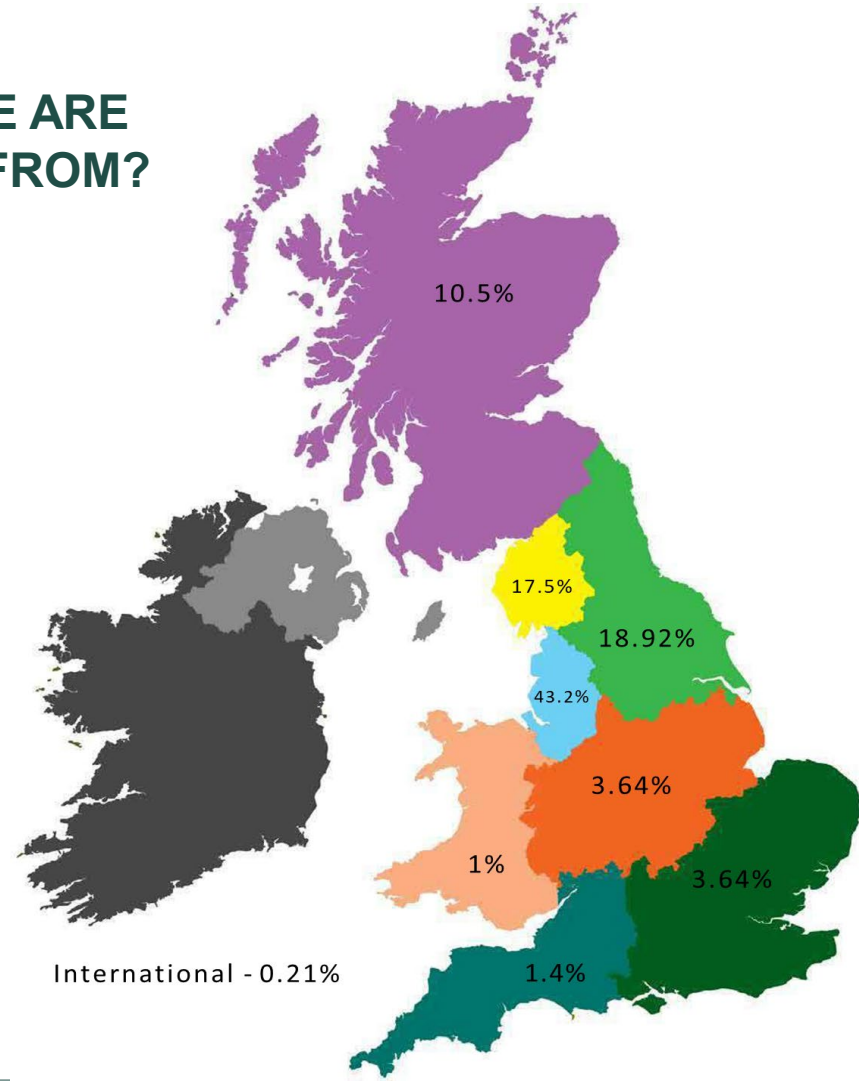
THE AUDIENCE





We have an accurate and in depth understanding of our audience, utilising data from digital analytics, audience segmentation, consumer surveys and spending behaviour, which enhance our ability to tailor experiences and effectively engage with our audience.

WHERE ARE THEY FROM?



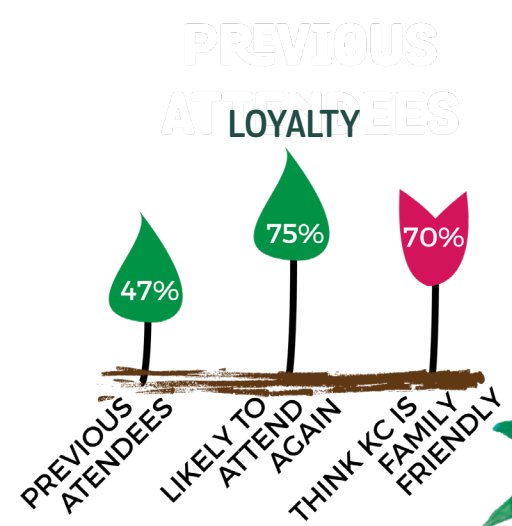
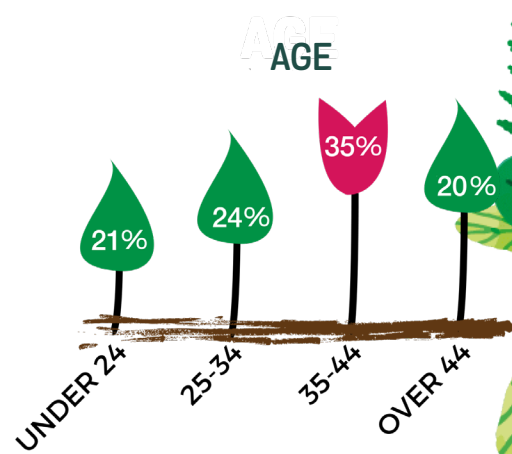
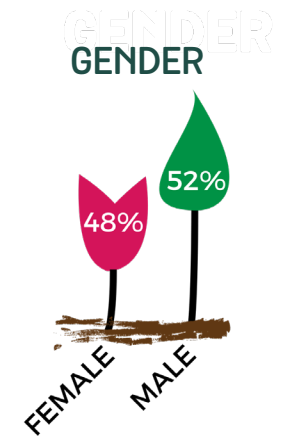
FROM THE **FIELDS**





The Kendal Calling audience is broad, however, two key demographic groups make up the majority of our festival goers:

- High earning families with busy lives, children and successful professional careers. They are affluent, well qualified and busy.
- Young home owners and metropolitan renters without children. Fashion conscious consumers of culture with high disposable income spent on lifestyle.



MARKETING





MARKETING CHANNELS

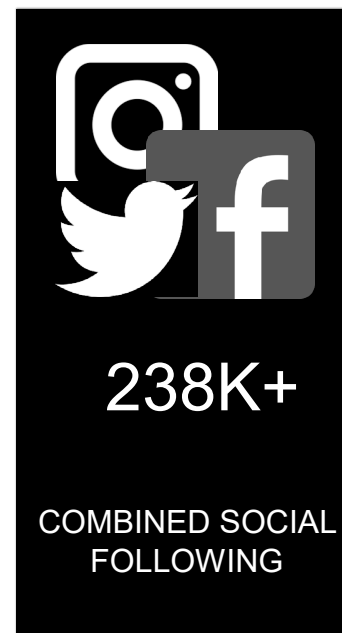
Kendal Calling uses a mix of owned and paid for marketing channels and PR to generate awareness for the festival and partners through integrated content and programme announcements, along with our media partnerships.

STANDOUT SUPPORTIVE MEDIA COVERAGE

BBC 6 Music / BBC Radio 2 / Absolute Radio / The Telegraph / Metro / The Sun / Q Magazine / Manchester Evening News / The I / Radio X / NME / Huffington Post / CLASH / Heat / Dork / UNIDAYS / Daily Mail / Dummy / The Mirror/Mail Online / Time Out / Daily Star / Mixmag / Comedy Central / MTV / Evening Standard / DIY / Conde Nast Traveler / Hello! / Bustle / BA Highlife / Gigwise / BBC Look North / ITV Borders

2019 PR CAMPAIGN STATISTICS

Over 600 Pieces Of Coverage Across Online, Print + Broadcast
Online Readership Across Supportive Titles: **1.3 Billion**
Print Reach: 17.2 Million



DIGITAL CAMPAIGN

Following the enforced postponement of Kendal Calling 2020 due to Covid-19 restrictions, we created Kendal Calling Radio.

A fully-programmed weekend of live shows with special guests, DJ sets and classic headliner performances were broadcast with media partners Absolute Radio.

CAMPAIGN STATISTICS

Online Readership – 638million
Print Reach – 82.7k
Broadcast Reach – 5.7 million
Total Listeners – c.22,000



FROM THE **FIELDS**

KENDAL CALLING RADIO
30th July – 2nd August 2020
NILE RODGERS · HAPPY MONDAYS
SIMONE MARIE BUTLER (PRIMAL SCREAM) · 808 STATE
MAXIMO PARK · FEEDER · TIM BURGESS · RAE MORRIS · THE LATHUMS
MR MOTIVATOR · THE LANCASHIRE HOTPOTS · PADDY CONSIDINE · DEVISE JOHNSON · SIAMBORLE · BEKAJ FISHWICK
CLASSIC SITS IN FULL
NILE RODGERS & CHIC (2019) · FRANZ FERDINAND (2017)
MADNESS (2016) · KI TUNSTALL (2019) · ASH (2016)
MIX SINGLE TAKEOVER LIVE ON ABSOLUTE RADIO
STERIOPHONICS · ELBOW · KAISER CHIEFS & MORE
BY TAKEOVERS
808 STATE · MR SCRUFF · BEARDYMAN & MORE
TINI'S TWITTER LISTENING PARTIES WITH LASY LIFE · YOU ME AT SIX · THE MAGIC GANG
OPENING PARTY FT GUNT BOON · MR MOTIVATOR · HOWLING RHYTHM · BARRY MONDAYS
TAKEOVERS FROM GIGI WALLACE'S · STEVE MILLER HOSTED BY FRANK FURTER · BOB IN ROBBERING IN GUMDRIA
KIDS CALLING FT DODGE THE DOGS · ANDY FROM ANDY & THE ODD SOGANS · BEN GAFF · NADA SHIREN & MORE
HOSTED BY
CHRIS HAWKINS · HATHIL PEARSON · ALEX WINTERS · SHILLI ZENNER
PROUDLY SUPPORTING THE KENDAL CALLING FAMILY FOUNDATION
BROADCASTING LIVE AT KENDALCALLINGRADIO.COM

MADFER IT KENDAL!

SEND US YOUR BEST PHOTOS & VIDEOS FROM YOUR KENDAL CALLING CELEBRATIONS THIS WEEKEND!
KENDALCALLINGRADIO.COM





PRESS...

"KENDAL CALLING IS LOVED AS MUCH FOR ITS BREATHTAKING SETTING IN ROLLING GREEN FIELDS AS FOR ITS TOP-NOTCH LINEUP" - SUNDAY TIMES

"ONE OF THE UK'S MOST PICTURESQUE FESTIVALS..." - THE GUARDIAN

*"BEAUTIFULLY BRILLIANT... ONE TO REMEMBER"-
MANCHESTER EVENING NEWS*

"KENDAL CALLING IS LOVED AS MUCH FOR ITS BREATHTAKING SETTING IN ROLLING GREEN FIELDS AS FOR ITS TOP-NOTCH LINEUP" - SUNDAY TIMES

FROM THE **FIELDS** #WELCOME TO THE FIELDS



PARTNERSHIPS





Kendal Calling has a long and successful history of working with brand partners.

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.

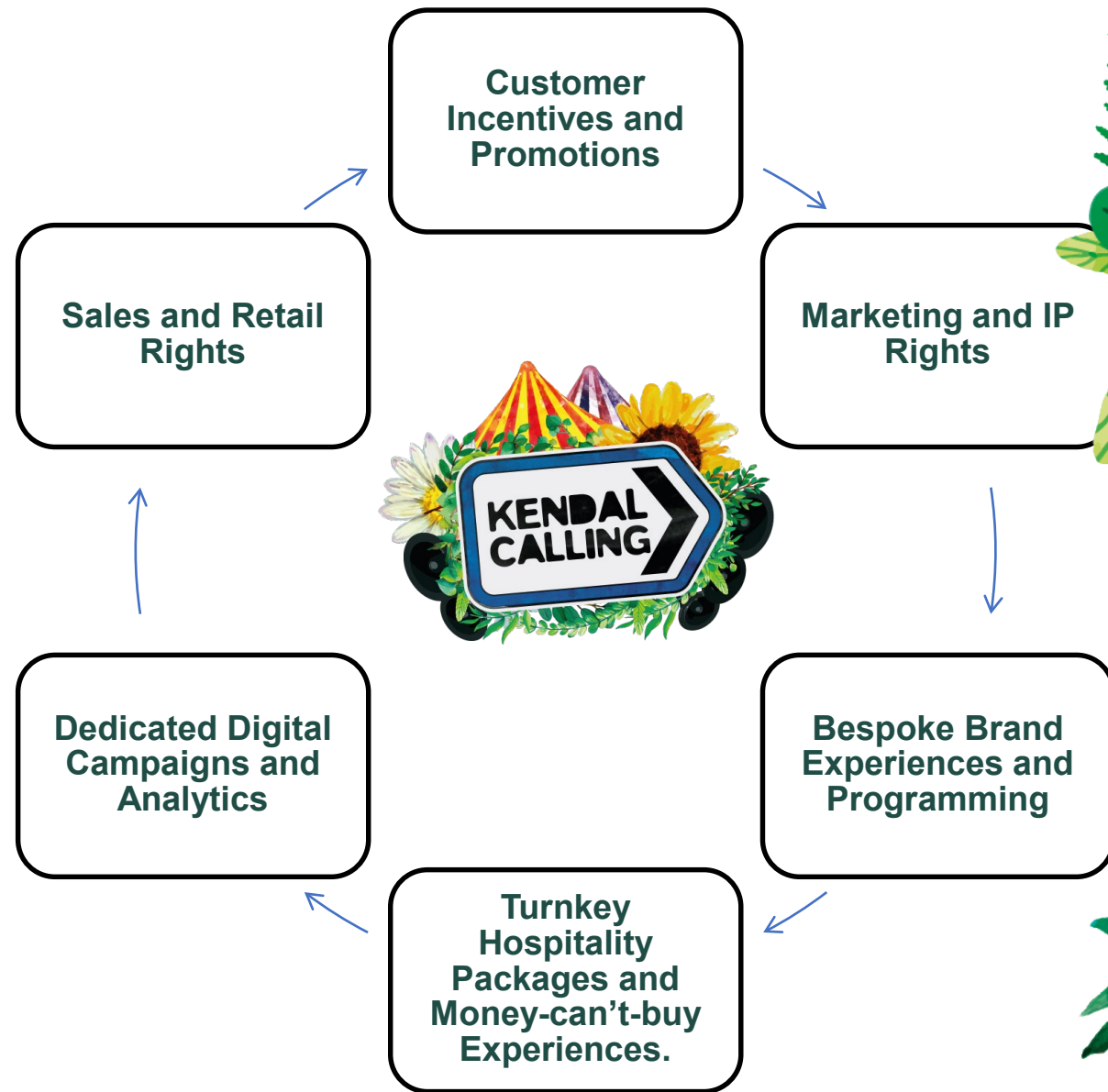
Whether it's amplification, awareness, product launches or experiential activations, our in-house partnerships team work with each partner to tailor bespoke rights and experience packages.

FROM THE **FIELDS**



Partners benefit from a broad array of rights and benefits including IP & marketing, content and programming, turn-key hospitality, bespoke production and much more.

Our unique approach makes each partner feel like part of the fabric of the festival by utilising multiple touch points.



Some of our recent brand partners...



FROM THE **FIELDS**





CONTACT

Get in touch to understand what a partnership with Kendal Calling could look like:

Chris McCormick
Partnerships Director

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From The Fields, 20 Dale Street,
Manchester, M1 1EZ

FROM THE FIELDS





[FROMTHEFIELDS.CO.UK](https://www.fromthefields.co.uk)

CASE STUDY: NEW BALANCE

Objective: New Balance, one of the world's major sports and lifestyle brands, wanted to celebrate their heritage and connection with Cumbria through a 360-degree campaign in the north-west of the UK.

Results: We created a campaign involving instore promotions with major retailers flagship stores in the north-west and London to win tickets and money can't buy experiences at Kendal Calling.

Key international culture and style journalists from the USA and Japan were also invited on a press trip to the festival.

Kendal Calling incentivised its social media communities to engage New Balance channels, announcing an opportunity to attend a unique woodland party with surprise performances from 2ManyDJs and Craig Charles. Bespoke Kendal Calling X New Balance' limited edition trainers were designed in collaboration with the festival and offered to key artists and press.



FROM THE **FIELDS**



CASE STUDY: VIRGIN TRAINS

Objective: Virgin Trains wanted to drive awareness for their routes, increase brand fame and drive more people coming to Kendal Calling on to the train and off the roads.

Results: Pre festival we created a comms campaign around a unique rail industry, which allowed customers to book journeys to Kendal Calling up to 6 months before travel, resulting in a 150% increase in train travel to the festival.

As part of the live execution we created a festival train. A branded Pendolino saw a complete festival takeover featuring live music performances from Doves & Beardyman, along with comedy, cocktails and on board announcements from 6 Music DJ's and a message from Richard Branson himself.

Onsite, Virgin Trains hosted the lakeside bash, aiming to replicate the Virgin Trains on board customer experience hosting DJ's, family games and bar serving beers, wines and cocktails.



CASE STUDY: AMAZON MUSIC

Objective: In 2017 we devised a campaign to drive awareness and deliver a new customer trial for the Amazon Music streaming service at Kendal Calling and bluedot.

Results: Working with Manchester legends the Happy Mondays and house music vanguards Leftfield, we created a summer campaign which saw both artists performing on the festivals' main stages, presented by Amazon Music. Exclusive footage and interview content was created and rights secured for Amazon Music with the artists label, publishers and management along with bespoke merchandise and some unique customer loyalty experiences resulting in the campaign surpassing objectives by more than 200%

amazon music

FROM THE **FIELDS**



CASE STUDY: SAILOR JERRY RUM



Objective: The brand team wanted to drive awareness of Sailor Jerry in the North West and a partnership with Kendal Calling was the perfect way to do this.

Results: Sailor Jerry became the official Rum Partner of Kendal Calling over a 3 year period.

Awareness was delivered via a cross platform communications plan devised by the From The Fields team.

Working alongside the From the Fields team, Sailor Jerry created the Sailor Jerry Airstream venue. The activation space consisted of a beautifully restored airstream bar for cocktail service, programmed DJ's and a merch stall.

The Sailor Jerry Airstream venue was an incredibly popular addition to the festival. Over the period of the partnership rum sales increased by over 400% and brand recognition was rated at over 80% in the customer survey.

