



**GLASGOW
DOORS OPEN DAYS
FESTIVAL**

**GLASGOW DOORS OPEN DAYS FESTIVAL
SPONSORSHIP OPPORTUNITIES**



HELP US KEEP THE FESTIVAL GOING

ABOUT THE FESTIVAL

Glasgow Doors Open Days Festival (GDODF) is Scotland's largest free heritage and community festival. Organised by Glasgow Building Preservation Trust since 1990, it invites people each September to step - or wheel - behind the scenes of the city's most fascinating places.

In 2025, the festival featured:

- **178 participants across Glasgow**
- **39,174 attendances (+30% on 2024)**
- **13,602 unique visitors**

Our mission is to celebrate Glasgow's built and cultural heritage, foster civic pride, and deliver a sustainable, accessible festival for all.

AUDIENCE & REACH

- 25,000 printed leaflets (est. 75,000 readership)
 - 420,000+ website visitors during festival period
 - 11,500+ email subscribers
 - 100,000 estimated social & PR reach
 - **Total estimated print + digital reach = 217,000+**
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WHY PARTNER WITH US

- We are one of Scotland's **best-loved cultural festivals**
- You can reach a **large, engaged B2B audience** through both our festival participants and audience demographic
- Demonstrate support for **heritage, community and sustainability**
- Gain **citywide visibility** across our print and digital channels

SPONSORSHIP OPPORTUNITIES

Benefit	Silver £500	Gold £750	Platinum £1,000	City Partner £2,000
Leaflet (25,000 copies) (est. 75,000 reach)	✓ Logo on back cover	✓ Logo on back cover	✓ Logo on back cover	★ Top-tier logo placement on back cover
GDODF Website (420,000+ visitors)	✓ Sponsors page	✓ Homepage & Sponsors page	✓ Homepage, What's On Listings pages & Sponsors pages	★ Top-tier placement on Homepage, What's On Listings pages & Sponsors page
Festival Trailer	✓ Logo in credits	✓ Logo in credits	✓ Logo in credits	✓ Logo in credits
Email Newsletters (over 11,000 subscribers)	✓ 2 (Aug–Sept)	✓ All newsletters	✓ All newsletters	★ Priority placement in all newsletters
Social Media	✓ 1 Thank you post	✓ 2 Sponsored posts	✓ 2 Sponsored posts	★ 4 Sponsored posts
Press Releases				★ Named City Partner Sponsor (Notes to Editors)
Corporate / Brand Video At Festival Hub			✓ Before Talks Programme events	★ Before Talks Programme events
Talks Programme at Festival Hub				★ Curate and/or host a talk or panel discussion at our Festival Hub
Post-Festival Civic Reception Acknowledgement	✓ Formal Thank you	✓ Formal Thank you	✓ Formal Thank you	★ Formal Thank you

LET'S TALK

Glasgow Doors Open Days Festival offers opportunities to raise your organisation's visibility while reflecting your values and stewardship goals, and we'd be delighted to discuss a sponsorship package that aligns with your priorities and interests.

We also welcome discussions about bespoke in-kind opportunities.

Your philanthropic support helps keep the festival free, accessible and inspiring for all, while celebrating Glasgow's heritage, sparking curiosity and connecting people with the stories and places that make the city unique.

For more information, please email or call **Yvonne Caddell, Festival Manager** at yvonne@gbpt.org or on 0141 554 4411.



Room 16, Wellpark Enterprise Centre, 120 Sydney Street, Glasgow G31 1JF

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