

THE BIG MANX

FEAST 2026

The Isle of Man's food & drink festival

SPONSORSHIP OPPORTUNITIES



19 & 20 September 2026



Noble's Park, Douglas



THE BIG MANX FEAST

Formerly The Isle of Man Food & Drink Festival, The Big Manx feast puts Manx produce and hospitality centre stage. Past festivals have attracted up to 16,000 visitors over the course of the weekend. The larger location of Noble's Park allows for exponential visitor growth, improved accessibility and parking, and the creation of dedicated, branded attraction zones.

Champions Manx Producers to ~10,000 visitors

Builds on 15 years of 'The IOM Food & Drink Festival'

Celebrates Island culture, traditions, and heritage through community experiences

Offers a vibrant platform for your brand to connect directly with foodies and families

Showcases local and international talent who make Manx ingredients the real stars of the show

Educates and entertains through a diverse programme of up to 20 events per day including live cooking demonstrations (some over fire!), thematic talks, and fun activities



OUR THEME: 'YN MHEILLEA'

Manx Harvest Festival

In Blein ny Gaelgey, the Year of the Manx Language, our theme is 'Yn Mheillea', a festival of the harvest, rooted in ancient customs. Much like The Big Manx Feast, during Yn Mheillea the whole community came together in celebration of the season - the final crops were gathered, feasts were shared, customs honoured, and music played into the night.

Through Yn Mheillea, we celebrate our traditions, our Biosphere status, and the values of our unique Island community.



SPONSORSHIP OPPORTUNITIES

Include but are not limited to:

HEADLINE SPONSOR TITLE RIGHTS

50 free tickets | large stand | VIP cookery experience | judge & present Exhibitor Awards | Prominent placing in all printed and digital pre- and post-event media | prominent event presence including banners, signage and socials

COOKERY THEATRE

25 free tickets | medium stand | branded zone | zone mentions in printed & digital pre- and post-event media | prominent event presence including banners, signage and socials

FEASTING HALL

15 free tickets | prominent placing in zone mentions in printed & digital pre- and post-event media | prominent event presence including banners, signage and socials

FLAME PIT

12 free tickets | prominent placing in zone mentions in printed & digital pre- and post-event media | prominent event presence including banners, signage and socials

KITCHEN TABLE TALKS

8 free tickets | prominent placing in zone mentions in printed & digital pre- and post-event media | prominent event presence including banners, signage and socials



HEADLINE SPONSOR from £20k +VAT

Position your brand at the forefront of the event with festival naming rights, premium exposure across all our marketing and press channels, on & off-Island

This package offers the most comprehensive brand awareness opportunity to an Island-wide digital audience, and around 10,000 festival visitors

Includes but is not limited to:

Festival naming rights

50 free tickets

Large shopfront-style stand

VIP cookery experience

Present Exhibitor Awards

Opportunity for multi-year contract deal

Prominent placing on the festival website, and in all pre- and post-event printed and digital media, including quote and interview opportunities

Rolling adverts on all digital screens across festival site

Prominent placing in all social media posts

Premium placement of 6 banners across festival site

Opportunity for panel discussion depending on relevance to topic



COOKERY THEATRE £15k +VAT

Gain premium brand visibility by aligning your organisation with the event's popular Cookery Theatre, The Big Manx Feast's main attraction

This well-attended zone, within the iconic TT Mercury Club, offers your business a prominent, dynamic platform to showcase your brand alongside the Island's premium producers. It features exclusive demonstrations by celebrity chefs and leading local experts, all freely accessible to ticket holders.

Includes but is not limited to:

25 free tickets

Single stand space in Manx Produce Marquee

Reserved seating

Branded zone

Prominent placing on the festival website and in all zone mentions in pre- and post-event printed and digital media, including quote opportunities

Rolling adverts on zone digital screens

Prominent placing in zone mentions across social media posts

Placement of 4 banners across festival site



FEASTING HALL £10k +VAT

This package offers excellent brand visibility by aligning your organisation with the event's Banqueting Hall, where food, live music and dancing will be shared into the night

This central zone gives your business a bold and engaging platform to present your brand. With banqueting tables, dancing, and live music throughout the day and into the evening, here, visitors will gather to enjoy meals and snacks in a lively, communal setting.

Includes but is not limited to:

15 free tickets and branded zone

Prominent placing on the festival website and in all zone mentions in pre- and post-event printed and digital media

Rolling adverts on zone digital screens

Placing in zone mentions across social media posts

Placement of 2 banners across festival site



NEW

FLAME PIT £8k +VAT

Gain exceptional brand visibility by aligning with this vibrant hub, where a roaring fire creates incredible flavours and exciting culinary performances.

This unique zone creates a high-visibility opportunity for your brand to stand out. Here, pit masters lead local and international talent in cooking up a hoolie over live flame.

Includes but is not limited to:

12 free tickets and branded zone

Placing on the festival website and in all zone mentions in pre- and post-event printed and digital media

Rolling adverts on digital screens across the site

Placing in all zone mentions across social media posts

Placement of 1 banner across festival site



KITCHEN TABLE TALKS £5k + VAT

This zone gives your business a strong, dynamic platform to showcase your brand, alongside engaging and inspiring speakers

Chefs, historians, sector experts and foodies gather here to share personal stories, and discuss local traditions, production innovations, and exciting opportunities in food & drink which help our Island thrive.

Includes but is not limited to:

8 free tickets and branded zone

Placing on the festival website and in all zone mentions in pre- and post-event printed and digital media

Rolling adverts on digital screens across the site
Placing in all zone mentions across social media posts
Placement of 1 banner at festival site



COMMUNITY PARTNER

Invigorate your corporate team by working with us to deliver a fun, safe, inclusive and entertaining community event for all

Highlight your brand through varied volunteer opportunities across the festival

Includes but is not limited to:

10 free tickets for your volunteers

Placing on the festival website and in at least one pre- and post-event PR

Social media thank you

Placement of 1 banner at festival site



SPONSOR CRITERIA

We welcome organisations to explore the diverse range of sponsorship opportunities available for 2026. If you are interested in becoming a sponsor, please note the following requirements:

- Your company must be registered or incorporated in the Isle of Man.
- Employ workers resident in the Island for Income Tax purposes.
- Have no Government debts (NI/Tax, VAT, etc.).
- You must provide your registered company name, company registration number, and documentation verifying ownership of any relevant trademarks.
- We encourage you to outline how your organisation plans to support the event in collaboration with Business Isle of Man, and how the sponsorship aligns with your company's values and objectives.
- A sponsorship agreement will be made for each category and a draft will be available for review once a sponsor is confirmed.

The deadline to provide written confirmation of your expression of interest in sponsorship is close of business on

25 February 2026 via iomfoodanddrink@gov.im



CONTACT US

If you have any questions ahead of the event, or would like any further information, please don't hesitate to contact a member of our team, who would be happy to help.

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